

STYLE AND FABRIC INNOVATIONS, AS EVIDENCED

IN MEN'S BUSINESS SUITS

AND DRESS SHIRTS

1945-63

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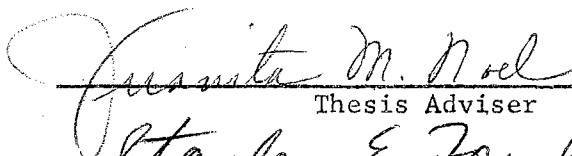
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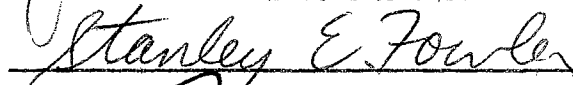
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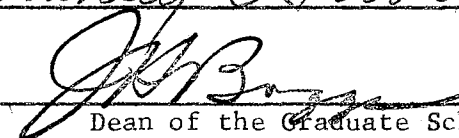
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TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION.	1
Statement of the Problem	4
Significance of the Study.	5
Hypotheses of the Study.	5
Assumptions of the Study	6
Definition of Terms.	6
Organization of the Study.	8
II. STYLE AND FABRIC INNOVATIONS AS RELATED TO BUSINESS SUITS AND DRESS SHIRTS.	10
Method of Procedure.	10
Innovations in Business Suits.	12
Front Closings of Coats	12
Vests	15
Pockets on Coats.	15
Fabric Design	19
Fiber Content	20
Color	23
Innovations in Dress Shirts.	26
Front Openings.	26
Collars	28
Pockets	29
Sleeves	32
Fabric Design	34
Fiber Content	34
III. SOCIAL AND ECONOMIC SCENE	40
Methodology.	40
The Post War Years, 1945-49.	41
The Flamboyant Fifties, 1950-59.	42
The Current Years, 1960-63	43
IV. INTERPRETATIONS OF THE FASHION CHANGES AND THE SOCIAL AND ECONOMIC HISTORY.	45
The Post War Years, 1945-49.	46
The Flamboyant Fifties, 1950-59.	49
The Current Years, 1960-63	53

TABLE OF CONTENTS (Continued)

Chapter	Page
V. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	57
Summary.	57
Conclusions.	59
Recommendations.	60
SELECTED BIBLIOGRAPHY.	61
APPENDIX	65

LIST OF TABLES

Table	Page
I. Yearly Numerical and Percentage Comparison of the Front Closings of Men's Business Suits 1945-63	14
II. Yearly Numerical and Percentage Comparison of Vests Included with Business Suits 1945-63	16
III. Yearly Numerical and Percentage Comparison of the Chest Pockets on Men's Business Suits 1945-63.	17
IV. Yearly Numerical and Percentage Comparison of the Lower Coat Pockets on Men's Business Suits 1945-63	18
V. Yearly Numerical and Percentage Comparison of the Fabric Design of Men's Business Suits 1945-63.	21
VI. Yearly Numerical and Percentage Comparison of the Fiber Content of Men's Business Suits 1945-63.	22
VII. Yearly Numerical and Percentage Comparison of the Frequency of Fabric Colors of Men's Business Suits 1945-63.	24
VIII. Period Summary of Innovations in Business Suits 1945-63.	25
IX. Yearly Numerical and Percentage Comparison of the Front Openings of Men's Dress Shirts 1945-63	27
X. Yearly Numerical and Percentage Comparison of the Collar Styles of Men's Dress Shirts 1945-63.	30
XI. Yearly Numerical and Percentage Comparison of the Pocket Styles of Men's Dress Shirts 1945-63.	31
XII. Yearly Numerical and Percentage Comparison of the Sleeve Styles of Men's Dress Shirts 1945-63.	33
XIII. Yearly Numerical and Percentage Comparison of the Fabric Design of Men's Dress Shirts 1945-63.	35
XIV. Yearly Numerical and Percentage Comparison of the Fiber Content of Men's Dress Shirts 1945-63.	38

LIST OF TABLES (Continued)

Table	Page
XV. Period Summary of Innovations in Dress Shirts 1945-63. . .	39
XVI. Seasonal Numerical and Percentage Comparison of the Front Closings of Men's Business Suits 1945-64	66
XVII. Seasonal Numerical and Percentage Comparison of Vests Included with Business Suits 1945-64	70
XVIII. Seasonal Numerical and Percentage Comparison of the Chest Pockets on Men's Business Suits 1945-64.	73
XIX. Seasonal Numerical and Percentage Comparison of the Lower Coat Pockets on Men's Business Suits 1945-64	76
XX. Seasonal Numerical and Percentage Comparison of the Fabric Design of Men's Business Suits 1945-64.	80
XXI. Seasonal Numerical and Percentage Comparison of the Fiber Content of Men's Business Suits 1945-64. . .	84
XXII. Seasonal Numerical and Percentage Comparison of the Frequency of Fabric Colors of Men's Business Suits 1945-64.	87
XXIII. Seasonal Numerical and Percentage Comparison of the Front Openings of Men's Dress Shirts 1945-64	90
XXIV. Seasonal Numerical and Percentage Comparison of the Collar Styles of Men's Dress Shirts 1945-64.	93
XXV. Seasonal Numerical and Percentage Comparison of the Pocket Styles of Men's Dress Shirts 1945-64.	97
XXVI. Seasonal Numerical and Percentage Comparison of the Sleeve Styles of Men's Dress Shirts 1945-64.	101
XXVII. Seasonal Numerical and Percentage Comparison of the Fabric Design of Men's Dress Shirts 1945-64.	105
XXVIII. Seasonal Numerical and Percentage Comparison of the Fiber Content of Men's Dress Shirts 1945-64.	109

CHAPTER I

INTRODUCTION

Modern man's development in fashion has gone against nature by adapting for himself the drabness which in all lower forms of life has been relegated to the female of the species (5). This has not always been true. Near the end of the 18th century the range of men's fashions was as varied as women's. Men, who could afford it, vied with one another in the costliness and ornamentation of their wardrobes. Silks and satins, velvets and plumes, gems and precious metals were used in men's wear. A man's clothing was an indication of wealth which all the world could see (14).

Collier's Encyclopedia (14) lists the following three reasons for the radical change from the ostentatious mode of dress of the eighteenth century to the conservative mode of dress of the present time:

(1) The French Revolution - During the Reign of Terror noblemen adopted the garb of citizens. The changes that came about as a result of those years made it impractical and even bad taste for men to flaunt their economic status in terms of dress.

(2) The rise of the middle class in Europe - As the economic class distinctions disappeared and the middle class increased, the extremes in the mode of dress also disappeared.

(3) The Industrial Revolution - The use of machines in manufacturing clothing led to mass production and away from flamboyant individualism.

The men's wear industry in the United States had its beginnings shortly before 1800 in the sailor's "Slop" shops on the east coast. The genesis of apparel manufacture for men preceeded that for women by almost a half century. The men's clothing industry started to emerge about the beginning of the nineteenth century when firms began making up hand-sewn but poorly made "slop" clothes for the sailors who visited the waterfront stores during their few days in the fledgling nation's eastern ports (19).

Clothiers of colonial America operated under the sell-then-make system. By 1790, the clothiers were carrying stocks of ready-made garments produced on speculation during dull periods, thereby instituting the make-then-sell system. In addition, there were dealers in secondhand clothing. These clothiers eventually became what are known today as manufacturing retailers. The retailers cut the garments or employed a journeyman-tailor to do so. The clothes thus cut were given to seamstresses or tailors to be sewn by hand.

There was a steady improvement in the quality of ready-made clothing from 1790 to 1825. Tailors who formerly had operated wholly on a custom basis began adding stocks of ready-to-wear clothes made either by their own workmen or purchased from the manufacturers who became a distinct industrial entity in the late 1820's. The proximity of textile mills and a labor supply encouraged the early growth of clothing factories in New York, Newark, Boston, Philadelphia and Baltimore. Before the Civil War, however, a few factories had appeared in Rochester,

Cincinnati and other growing industrial cities.

The rise of domestic wool manufacturing, which was able to supply the clothing man with fabrics for both low and high priced garments, and the invention of the sewing machine by Elias Howe in 1846, made it possible for the clothing trade to meet the widening demands made upon its productive capacity. The introduction of power machines with mechanical improvements has now increased the speed of the sewer to as many as 4,000 stitches per minute (19).

The clothing manufacturers did not suffer from the Civil War due to lucrative uniform contracts. Sewing machines had not gained general use in the men's apparel industry by 1860 and many of the uniforms for the Union Army were hand-sewn. In fact, custom-made clothing still accounted for eighty percent of the total production in the 1890 Census of Manufacturers (19).

The second great step in mechanization occurred in the 1870's and 1880's with the invention of improved cutting equipment, and in 1886 the union label appeared in ready-made clothing. In the quarter century up to 1914, the amount of mechanical power used to manufacture men's clothing increased six or seven times and the value of the product doubled, but the number of employees increased only about one-fifth. The annual volume of men's clothing production that year was about 400 million dollars, about six times its size of half a century before.

The depression in the men's clothing industry began in 1924 instead of 1929 as in other trades. In 1927, sales were down 8.5 percent as compared with 1923, the peak year of men's clothing production. In 1929 the sales dropped another three percent. In 1931 volume was only fifty-five percent of that of 1923, and at the bottom in 1933, only

forty-four percent of the peak. The industry began to recover from the depression in 1937 (19).

Fashions in men's clothing differ from women's fashion. The rate of change is slower and the nature of the change is a more gradual evolution in men's fashions (14). Fashion, in the feminine sense, plays an extremely small part in the development of men's dress. A woman is first of all a woman. A man is first and foremost a lawyer, a banker, etc. and only after that a man. Thus a man tends to adopt the uniform of a profession (30).

A perusal of recent research projects in the areas of clothing and fashion reveals very little research in men's clothing. This study concerns the style and fabric innovations in men's business suits and dress shirts from the end of World War II to the present time (1945-1964). The end of World War II was selected for the beginning of the study because of the impact of the war on the men's clothing industry. During the war years of the early 1940's the government enforced curtailment of civilian manufacturing. White cotton civilian shirts were unattainable for the man at home. Patch pockets, pocket flaps and trouser turn-ups were also banned. The matching vest was a casualty of the war due to limitations on wool yardage. When the soldiers returned home casual or semi-formal clothes became very popular, and the influence of battle dress was evident in the passing of the exaggerated square shoulders featured in pre-war suits (55).

Statement of the Problem

The problem is a study of the innovations in the style and fabric of men's business suits and dress shirts from 1945-1963 as evidenced

in a large mail order catalog in relation to the social and economic history of the time.

The problem was divided into three sub-problems as follows:

(1) To tabulate the innovations by count which occur in the style and fabric of the business suits and dress shirts worn by American men from 1945-1963 as seen in a mail order catalog.

(2) To identify the economic and social trends in American history as shown by the literature of the time.

(3) To show the relationship, if any, between the innovations in the business suits and dress shirts and the social and economic history of the time.

Significance of the Study

A careful perusal of research literature revealed that a majority of the investigations in the area of clothing and fashion was devoted to women's clothing. The survey of literature failed to reveal any evidence of research in men's wear such as proposed in this study. Much of the knowledge in the field of clothing, and especially in men's clothing, is of an empirical nature. The significance of the study is based on the three factors (supra).

Hypotheses of the Study

Four hypotheses are tested in the study:

(1) The innovations in the business suits worn by men will occur irregularly and at an accelerated rate.

(2) The innovations in the dress shirts worn by men will occur irregularly and at an accelerated rate.

(3) There is a relationship between the innovations in the style and fabric of men's business suits and the social and economic history of the time.

(4) There is a relationship between the innovations in the style and fabric of men's dress shirts and the social and economic history of the time.

Assumptions of the Study

The following assumptions are basic to the study:

(1) The outstanding feature of fashion in clothing is innovations in the apparel worn by women -- not the innovations in the apparel worn by men.

(2) The stylistic innovations in the business suits and dress shirts worn by men are evidenced in the small style details of the garments.

(3) The differences in regional catalogs are negligible and will not be great enough to affect the study.

Definition of Terms

Clarification of terms used throughout the study follows:

Blend - a term applied to a yarn or fabric; the yarn obtained by combining two or more different fibers in the yarn making process. Fabric woven of blended yarns is also referred to as a blend.

Business suit - a two-piece garment for men consisting of a coat and trousers, designed and made to be worn together; used in contrast to the sports jacket made to be worn with trousers of other colors or materials (12).

Convertible Cuff - a single cuff with two button-holes and a smaller button at the end of one opening to be worn buttoned as a regular cuff or with cuff links. The button is hidden when the links are worn (36).

Dacron - DuPont's trade name for its polyester fiber (7).

Double-Breasted - Jacket or coat cut to allow overlapping of several inches at front closing, with double row of buttons, one row to close (7).

French Front - a plain front void of a box pleat, simply lined and folded over (36).

French Cuff - a double, turned-back cuff attached to shirts, worn with cuff links, soft or starched (7).

Innovation - The presentation of something new and distinctly different in design.

Nylon - a synthetic textile yarn of proteinlike structure.

Orlon - DuPont's trade name for its acrylic fiber, manufactured from polyacrylonitrile (7).

Patch Pocket - a pocket made of a separate piece of material stitched to a coat, shirt or jacket (12).

Rayon - Generic term for manufactured textile fiber or yarn produced chemically from regenerated cellulose (7).

Regular Buttoned Cuff - a single lined cuff on a man's shirt with a regular button and button-hole closure (36).

Snap-Tab Collar - a collar with stays and a snap fastener closure applied to the tabs or flanges that "pinch in" the collar (36).

Vest - a sleeveless body garment worn under the coat.

Organization of the Study

The problem is a study of the innovations in the style and fabric of men's business suits and dress shirts from 1945-1963 as evidenced in a large mail order catalog in relation to the social and economic history of the time. The problem is divided into three sub-problems and each sub-problem constitutes a chapter.

The first sub-problem is to tabulate the innovations, by count, which have occurred in the style and fabric of the business suits and dress shirts worn by American men from 1945-1963 as seen in a mail order catalog. The style and fabric innovations in men's business suits and dress shirts are presented in Chapter II. Chapter II also includes the criteria for selecting the source of data and relevant facts about the mail order firm used as the source of data.

The second sub-problem is to identify the economic and social trends in American history as shown by the literature of the time. The social and economic characteristics of 1945-63 are described in Chapter III. The criteria for the selection of the source of the social and economic history and the methodology used in sampling and presenting the data are also included in Chapter III.

The third sub-problem is to show the relationship, if any, between the innovations in the business suits and dress shirts and the social and economic history of the time. The interpretations of the fashion changes and the socio-economic history are given in Chapter IV. The methodology for the third problem is also included in Chapter III. A short summary of the study and the conclusions and the recommendations for further study are outlined in the final chapter.

The first chapter has included a statement of the problem and a presentation of the significance of the study. The hypotheses, assumptions, definitions of terms and an outline of the organization of the study were also presented in Chapter I.

CHAPTER II

STYLE AND FABRIC INNOVATIONS AS RELATED TO BUSINESS SUITS AND DRESS SHIRTS

Chapter II describes the methods used in investigating the first sub-problem which is to tabulate the innovations by count which occur in the style and fabric of the business suits and dress shirts worn by American men from 1945-63 as seen in a mail order catalog. The data collected is also included in Chapter II.

Method of Procedure

Five factors were included in the criteria for selecting the mail order catalog to use as a source for tabulating the innovations which occur in the style and fabric of the business suits and dress shirts worn by American men from 1945-63: (1) publications must present current fashions in apparel worn by men to the public in regular issues each year; (2) publications must have continuous circulation during the period of 1945 through 1963; (3) fashion in apparel worn by men must be presented in a pictorial manner. (Example: fashion photography or fashion sketches; preferably fashion photography; (4) fashions presented must represent a variety of kinds of apparel worn by men; (5) fashion in apparel worn by men must be accompanied by a description of the articles pictured.

Spiegel Catalog, Montgomery Ward Catalog and Sears, Roebuck and

Company Catalog comply to the above criteria. Sears, Roebuck and Company Catalog has been selected as the source for the study based on certain acknowledged facts about the company. Sears is the largest mail order house in the United States and is also the largest general merchandise company in the country (4). Sears caters to the middle income group (16) and says it sells to one-third of all American families (4). The Sears catalog has been called a precise index to life in the United States (15) and is recognized by scholars as an accurate source book of United States living conditions, apparel, tastes and buying habits over the period covered by its issues (50).

The catalog is sampled in the following manner: The fashion picture designated for consideration in the study includes the consecutive fall-winter and spring-summer seasons. A double-year symbol such as 1945-46 is used to indicate the fashion picture for the year since a single year designation, such as 1945, breaks into the normal movement of style patterns from fall through winter and into spring. The fall-winter and spring-summer issues of the Sears, Roebuck and Company Catalog will constitute the sample. The special issues of the catalog such as holiday issues, sales issues, and similar publications are eliminated from the study.

The data is collected by making an accurate tabulation of the style and fabric features of the business suits and dress shirts shown in the catalog. A page by page analysis procedure is used until all of the business suits and dress shirts shown for men in the catalogs are analyzed; thus providing a 100% tabulation for each year as the sample of the data.

The data is treated in the following manner. The numerical

tabulation of each style and fabric innovation in business suits and dress shirts is calculated on a percentile basis. The percentile calculations of the style and fabric innovations in business suits and dress shirts are made for each season (fall-winter and spring-summer) and for each year. Tables are used to portray the numerical tabulations and the percentile calculations for each style and fabric innovation in the business suits and dress shirts for each season and for each year.

Innovations in Business Suits

Front Closings of Coats

In this study the suits in the catalogs were divided into five groups: (1) double breasted suits with four button coat closings; (2) double breasted suits with six button coat closings; (3) single breasted suits with single button coat closings; (4) single breasted suits with two button coat closings; and (5) single breasted suits with three button coat closings.

During the first three years of the study (1945-46, 1946-47, and 1947-48) three different kinds of suits were shown; double breasted suits with six buttons and single breasted suits with either two or three buttons. In 1948-49 four different kinds of suits were shown due to the addition of a double-breasted style suit with only four buttons (Table I, page 14). It was interesting to note that the double breasted, four button style suit was shown in the fall and winter catalogs in 1948 and 1949 but not in the intervening spring catalog (Table XVI, Appendix). A similar situation was noted in 1946 and 1947 when three button, single breasted suits were shown in the spring and

summer catalogs but not in the intervening fall and winter catalogs. The overall decade calculations revealed there were more double breasted, six button suits than any other style (Table VIII, page 25).

In the first two years of the 1950's, double breasted suits with four or six buttons and single breasted suits with either two or three buttons were shown. It was again noted that a single suit of the double breasted, four button style was shown in the 1950 and 1951 fall and winter catalogs but not in the intervening spring catalog (Table XVI, Appendix). This style suit was not shown again during the remainder of the study.

During the fifties the double breasted, six button suit also showed a gradual decrease while the number of single breasted suits increased. Interesting irregularities were noted in the single breasted, three button suits in 1953, 1954 and 1955. During the three-year period single breasted three button suits appeared in the spring and summer catalogs, but not in the intervening fall and winter catalogs (Table XVI, Appendix).

Three irregular style occurrences were also noted during the decade of the fifties. A single breasted style suits with a one button front closing was shown in 1952-53 and 1953-54 (Table I, page 14). A second irregular pattern was noted when single breasted, three button suits were not shown in 1955-56 and 1956-57. Single breasted three button suits were shown every year during the survey with the exception of those two years (Table I, page 14). The third irregular occurrence during the fifties was the reappearance of one double breasted, six button suit in the 1958 fall and winter catalog.

The over-all decade summary showed that more than half of the

TABLE I

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FRONT CLOSINGS OF MEN'S BUSINESS SUITS 1945-63

Year	Double Breasted 4 Buttons		Double Breasted 6 Buttons		Single Breasted 1 Button		Single Breasted 2 Buttons		Single Breasted 3 Buttons	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46			(5)	35.72			(2)	14.28	(7)	50.00
1946-47			(11)	47.82			(11)	47.82	(1)	4.36
1947-48			(10)	38.50			(11)	42.30	(5)	19.20
1948-49	(1)	5.26	(7)	36.85			(4)	21.04	(7)	36.85
1949-50	(1)	4.76	(12)	57.17			(2)	9.52	(6)	28.55
1950-51	(1)	4.35	(11)	47.85			(7)	30.42	(4)	17.38
1951-52	(1)	3.43	(10)	34.50			(10)	34.50	(8)	27.55
1952-53			(10)	33.33	(1)	3.33	(15)	50.00	(4)	13.34
1953-54			(8)	22.22	(3)	8.33	(24)	66.67	(1)	2.78
1954-55			(7)	23.33			(22)	73.34	(1)	3.33
1955-56			(3)	9.09			(30)	90.91		
1956-57							(32)	100.00		
1957-58*							(15)	37.50	(23)	57.50
1958-59			(1)	3.10			(5)	15.60	(26)	81.30
1959-60							(5)	20.00	(20)	80.00
1960-61							(3)	10.60	(25)	89.40
1961-62							(1)	3.85	(25)	96.15
1962-63							(1)	8.33	(11)	91.67
1963-64					(1)	5.00	(4)	20.00	(15)	75.00

*number of buttons on two (5.00%) suits undetermined

suits during the decade of the fifties were single breasted, two button suits. In the sixties all of the suits were single breasted styles with the majority having three button closings (Table VIII, page 25).

Vests

Although vests were banned during the war years by the L85 regulations (55), suits with vests were available immediately following the war. In the late forties, however, the suits with vests were showing a sharp decrease and the overall decade findings revealed a larger number of the suits did not have vests included with them (Table VIII, page 25).

After the first three years of the fifties vests were not shown for a four-year period (Table II, page 16). Vests were shown again in 1957 and 1958 but only in the fall and winter catalogs (Table XVII, Appendix). It was also observed that usually the suits with vests were advertised for stout or semi-stout men.

Vests were not shown regularly during the sixties. Only one summer catalog, the 1961 issue, showed suits with vests (Table XVII, Appendix). Neither the winter nor summer 1962 catalogs advertized suits with vests. However, the 1962 winter issue was the only winter catalog during the sixties which did not have suits with vests (Table XVII, Appendix).

Pockets on Coats

In this study the innovations in the chest pockets on the suit coats were shown in Table III, page 17, and the innovations in the lower coat pockets were shown on Table IV, page 18. The chest pockets were tabulated as set-in pockets or patch pockets. Four divisions were used for the lower coat pockets: (1) plain set-in pockets; (2) set-in pockets

TABLE II
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF
VESTS INCLUDED WITH BUSINESS SUITS 1945-63

Year	Suits with Vests		Suits without Vests	
	No.	%	No.	%
1945-46	(5)	35.70	(9)	64.30
1946-47	(12)	52.20	(11)	47.80
1947-48	(11)	42.30	(15)	57.70
1948-49	(6)	31.60	(13)	68.40
1949-50	(3)	14.28	(18)	85.72
1950-51	(1)	4.35	(22)	95.65
1951-52	(3)	10.35	(26)	89.65
1952-53	(1)	3.30	(29)	96.70
1953-54			(36)	100.00
1954-55			(30)	100.00
1955-56			(33)	100.00
1956-57			(32)	100.00
1957-58	(2)	5.00	(38)	95.00
1958-59	(1)	3.13	(31)	96.87
1959-60			(25)	100.00
1960-61	(3)	10.70	(25)	89.30
1961-62	(4)	15.40	(22)	84.60
1962-63			(12)	100.00
1963-64	(4)	20.00	(16)	80.00

TABLE III
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
CHEST POCKETS ON MEN'S BUSINESS SUITS 1945-63

Year	Set-in Pocket		Patch Pocket	
	No.	%	No.	%
1945-46	(14)	100.00		
1946-47	(23)	100.00		
1947-48	(24)	92.31	(2)	7.69
1948-49	(19)	100.00		
1949-50	(20)	95.24	(1)	4.76
1950-51	(18)	78.30	(5)	21.70
1951-52	(21)	72.40	(8)	27.60
1952-53	(23)	76.67	(7)	23.33
1953-54	(19)	52.80	(17)	47.20
1954-55	(15)	50.00	(15)	50.00
1955-56	(16)	48.50	(17)	51.50
1956-57*	(15)	46.90	(14)	43.75
1957-58	(31)	77.50	(9)	22.50
1958-59	(29)	90.70	(3)	9.30
1959-60	(20)	80.00	(5)	20.00
1960-61	(23)	82.15	(5)	17.85
1961-62	(24)	92.30	(2)	7.70
1962-63	(12)	100.00		
1963-64	(19)	95.00	(1)	5.00

*Breast pockets on three suits (9.35%) undetermined.

TABLE IV
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
LOWER COAT POCKETS ON MEN'S BUSINESS SUITS
1945-63

Year	Plain Set-in Pocket		Set-in with Flap		Plain Patch Pocket		Patch Pocket with Flap	
	No.	%	No.	%	No.	%	No.	%
1945-46	(5)	35.72	(9)	64.28				
1946-47*	(11)	47.82	(11)	47.82				
1947-48**	(6)	23.05	(15)	57.74	(2)	7.69		
1948-49	(8)	42.10	(11)	57.90				
1949-50	(10)	47.62	(10)	47.62	(1)	4.76		
1950-51	(10)	43.50	(8)	34.80	(5)	21.70		
1951-52	(13)	44.80	(8)	27.60	(8)	27.60		
1952-53	(13)	43.34	(10)	33.33	(6)	20.00	(1)	3.33
1953-54	(15)	41.69	(4)	11.11	(17)	47.20		
1954-55	(10)	33.33	(5)	16.67	(15)	50.00		
1955-56	(2)	6.06	(13)	39.40	(13)	39.40	(5)	15.14
1956-57***	(1)	3.15	(14)	43.80	(8)	25.00	(6)	18.80
1957-58			(30)	75.00	(7)	17.50	(3)	7.50
1958-59	(1)	3.10	(28)	87.60	(1)	3.10	(2)	6.20
1959-60	(1)	4.00	(19)	76.00			(5)	20.00
1960-61	(2)	7.15	(21)	75.00			(5)	17.85
1961-62			(24)	92.30			(2)	7.70
1962-63	(12)	100.00						
1963-64			(19)	95.00			(1)	5.00

*Pocket style on one suit (4.36%) undetermined.

**Pocket style on three suits (11.52%) undetermined.

***Pocket style on three suits (9.25%) undetermined.

with flaps; (3) plain patch pockets; and (4) patch pockets with flaps.

Very little change was noted in the pocket styles during the period of 1945-49. Only three suits had patch pockets (Table III, page 17) and those were summer suits (Table XVIII, Appendix). It was noted that the lower set-in coat pockets with flaps showed a gradual increase and gradual decrease during the forties whereas the trend in the plain set-in lower coat pockets was much more irregular. (Table IV, page 18).

More variety was shown in the pocket styles during the fifties. The increase and decrease in the four styles fluctuated greatly and did not follow any established pattern.

The variety in pocket styles decreased during the sixties. Plain lower patch pockets were not shown on any of the coats. Also the number of lower patch pockets with flaps showed a gradual decrease (Table IV, page 18). At the close of the study in 1963-64, ninety-five percent of the suits had set-in lower pockets with flaps. The remaining five percent had patch pockets with flaps (Table IV, page 18). The researcher noticed that one suit in the 1963 spring and summer catalog featured a "flip-out chest pocket." When flipped out, the pocket served as a handkerchief in the pocket.

Fabric Design

For this study fabric designs of men's business suits were divided into four categories: (1) plain solid colors; (2) stripes; (3) checks and plaids; and (5) tweeds and all others.

The researcher observed a marked difference in the fabric designs during the early years of the study as compared with the fabric designs of the later years. The designs of the forties were characterized by a vivid boldness, both in color and size of design as contrasted with

a subdued, conservative coloring and a smaller design pattern in the 1960's. During the forties a larger percentage of striped and checked or plaid suits were shown than at any other period during the study.

The suits of the fifties were characterized by a substantial increase in the percentage of solid colored fabrics. A decided decline was observed in the percentage of striped and checked or plaid suits (Table V, page 21). The percentage of tweeds and other designs rose considerably but still represented only a very small portion of the decade total (Table VIII, page 25).

Solid colored suits dominated the fabric designs each year during the sixties (Table V, page 21). An increase was noted in the percentage of striped and checked or plaid suits. However, in comparing the three decades covered by the study, it was noted that the percentage of stripes and checks or plaids was less than in the forties (Table VIII, page 25).

Fiber Content

Four fiber classifications were used in the study of men's suits: wool, rayon, dacron, and blends. Wool was the primary fiber used in men's business suits in the forties. During the first two years of the study all of the suits were made of wool (Table VI, page 22). Rayon suits appeared in the spring and summer catalogs in 1948 and 1949 (Table XXI, Appendix).

Suits made of 100% rayon gradually decreased during the 1950's and were not shown from 1957-58 throughout the remainder of the study (Table VI, page 22). Suits made of 100% dacron were shown in the spring and summer catalogs in 1956, 1957, 1958, and 1959 (Table XXI, Appendix). Suits made of 100% rayon were shown only in the summer catalogs in 1956,

TABLE V

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FABRIC DESIGN OF MEN'S BUSINESS SUITS 1945-63

Year	Solid Colors		Stripes		Checks and Plaids		Tweeds and All Others	
	No.	%	No.	%	No.	%	No.	%
1945-46	(1)	7.15	(6)	42.85	(6)	42.85	(1)	7.15
1946-47	(8)	34.65	(11)	47.85	(3)	13.15	(1)	4.35
1947-48	(11)	42.25	(10)	38.50	(4)	15.40	(1)	3.85
1948-49	(4)	21.04	(8)	42.06	(5)	26.38	(2)	10.52
1949-50	(12)	57.14	(2)	9.54	(6)	28.56	(1)	4.76
1950-51	(12)	52.20	(4)	17.30	(3)	13.10	(4)	17.40
1951-52	(12)	41.40	(4)	13.80	(6)	20.70	(7)	24.10
1952-53	(19)	63.33	(3)	10.00	(2)	6.67	(6)	20.00
1953-54	(23)	63.89	(6)	16.67	(4)	11.11	(3)	8.33
1954-55	(21)	70.00	(6)	20.00	(1)	3.34	(2)	6.66
1955-56	(29)	87.90	(3)	9.09	(1)	3.01		
1956-57	(21)	65.68			(1)	3.11	(10)	31.21
1957-58	(27)	67.50	(4)	10.00	(1)	2.50	(8)	20.00
1958-59	(21)	65.13	(3)	9.87			(8)	25.00
1959-60	(9)	36.00	(9)	36.00	(1)	4.00	(6)	24.00
1960-61	(11)	39.22	(3)	10.71	(9)	32.22	(5)	17.85
1961-62	(11)	42.30	(6)	23.10	(5)	19.25	(4)	15.35
1962-63	(8)	66.66	(2)	16.67	(2)	16.67		
1963-64	(16)	80.00	(2)	10.00	(1)	5.00	(1)	5.00

TABLE VI

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FIBER CONTENT OF MEN'S BUSINESS SUITS 1945-63

Year	Wool		Rayon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%
1945-46	(14)	100.00						
1946-47	(23)	100.00						
1947-48	(23)	88.50	(3)	11.50				
1948-49	(16)	84.20	(3)	15.80				
1949-50	(15)	71.44	(6)	28.56				
1950-51	(15)	65.20	(6)	26.10			(2)	8.70
1951-52	(17)	58.60	(8)	27.60			(4)	13.80
1952-53	(19)	63.30	(7)	23.38			(4)	13.32
1953-54	(18)	50.00	(2)	5.55			(16)	44.45
1954-55	(11)	36.70	(1)	3.30			(18)	60.00
1955-56	(12)	36.30	(1)	3.30	(1)	3.30	(19)	57.10
1956-57	(9)	28.18	(1)	3.13	(1)	3.13	(21)	65.56
1957-58	(20)	50.00	(1)	2.50	(1)	2.50	(18)	45.00
1958-59	(23)	71.87			(1)	3.13	(8)	25.00
1959-60	(13)	52.00					(12)	48.00
1960-61	(10)	35.70					(18)	64.30
1961-62	(12)	46.20					(14)	53.80
1962-63	(2)	16.67					(10)	83.33
1963-64*	(5)	25.00					(14)	70.00

*One suit (5.00%) was cotton.

1957, and 1958 (Table XXI, Appendix). The big difference in the fiber used in men's business suits in the fifties was in the use of fiber blends of various kinds (Table VI, page 22).

Except for one suit in 1963, all of the business suits were made of wool or fiber blends during the sixties. The one exception was a cotton suit shown in the 1963 Fall and Winter Catalog (Table XXI, Appendix). Some of the fiber blends observed were wool, dacron and mohair, wool and mohair, dacron and wool, and dacron and rayon. The various blends accounted for the largest percentage of the fiber content during the sixties. Another innovation during the sixties was "stretch wool" suits which were shown in 1963-64.

Color

In this study the suit colors were divided into six broad categories: black, blue, brown, grey, tan, and other colors. The tabulation showed the frequency of the various colors since the same suit was often available in a variety of colors.

During the 1940's, blue, brown, and grey were the colors shown most often. Tan was shown in the spring and summer catalogs for two years before appearing in both summer and winter catalogs (Table XXII, Appendix). The yearly comparison in Table VII, page 24 showed that blue occurred more frequently than any other color every year except in 1949-50 when grey ranked in first place.

In 1950-51, brown ranked as the color most frequently shown. The following year grey appeared most frequently and continued to dominate the colors each year for the rest of the decade (Table VII, page 24). "Charcoal Grey" was the color for men's suits in the fifties.

The greatest variety of colors appeared during the years of

TABLE VII
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE FREQUENCY
OF FABRIC COLORS OF MEN'S BUSINESS SUITS 1945-63

Year	Black		Blue		Brown		Grey		Tan		Others	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46			(12)	35.31	(11)	32.34	(7)	20.58	(3)	8.83	(1)	2.94
1946-47			(23)	45.10	(17)	33.33	(10)	19.61	(1)	1.96		
1947-48			(23)	37.10	(15)	24.20	(18)	29.03	(6)	9.67		
1948-49			(15)	30.60	(14)	28.60	(14)	28.60	(6)	12.20		
1949-50			(16)	27.10	(15)	25.45	(20)	33.90	(8)	13.55		
1950-51			(19)	29.23	(22)	33.90	(19)	29.23	(5)	7.64		
1951-52			(26)	30.90	(18)	21.45	(27)	32.19	(13)	15.46		
1952-53			(24)	28.95	(18)	21.78	(26)	31.19	(15)	18.08		
1953-54			(26)	27.72	(19)	20.13	(31)	33.00	(18)	19.15		
1954-55			(24)	30.00	(18)	22.50	(27)	33.75	(11)	13.75		
1955-56			(28)	35.00	(16)	20.00	(30)	37.50	(6)	7.50		
1956-57			(27)	32.50	(15)	18.05	(32)	38.65	(9)	10.80		
1957-58			(27)	29.30	(25)	27.20	(36)	39.15	(4)	4.35		
1958-59			(25)	29.05	(20)	23.25	(33)	38.40	(8)	9.30		
1959-60			(18)	29.50	(18)	29.50	(20)	32.80	(3)	4.92	(2)	3.28
1960-61			(11)	28.20	(7)	17.95	(11)	28.20	(2)	5.13	(8)	20.52
1961-62	(2)	4.65	(15)	34.91	(6)	13.95	(14)	32.55	(1)	2.32	(5)	11.62
1962-63	(2)	7.14	(8)	28.56	(7)	25.00	(9)	32.16			(2)	7.14
1963-64	(4)	11.11	(9)	25.00	(7)	19.42	(13)	36.14			(3)	8.33

TABLE VIII
PERIOD SUMMARY OF INNOVATIONS IN BUSINESS SUITS 1945-63

	1945-49		1950-59		1960-63	
	No.	%	No.	%	No.	%
FRONT CLOSINGS						
Double Breasted						
4 Buttons	2	1.94	2	.65		
6 Buttons	45	43.67	50	16.15		
Single Breasted						
1 Button			4	1.29	1	1.15
2 Button	30	29.14	165	53.20	9	10.46
3 Button	26	25.25	87	28.06	76	88.39
Undetermined			2	.65		
Total	103	100.00	310	100.00	86	100.00
VESTS						
Suits with Vests	37	36.92	19	6.13	11	12.80
Suits Without Vests	66	63.08	291	93.87	75	87.20
Total	103	100.00	310	100.00	86	100.00
POCKETS						
Chest Pockets						
Set-in Pockets	100	97.09	210	67.75	78	90.70
Patch Pockets	3	2.91	100	32.25	8	9.30
Total	103	100.00	310	100.00	86	100.00
Lower Coat Pockets						
Plain Set-in	40	38.84	66	21.28	2	2.30
Set-in with Flap	56	54.37	139	44.85	78	88.39
Patch Pocket	3	2.91	80	25.80		
Patch Pocket with Flap			22	7.10	8	9.31
Undetermined	4	3.88	3	.97		
Total	103	100.00	310	100.00	86	100.00
FABRIC						
Solid Color	36	34.95	194	62.55	46	53.49
Stripes	37	36.92	42	13.54	13	15.12
Checks and Plaids	24	23.30	20	6.45	17	19.75
Tweed and Others	6	5.83	54	17.46	10	11.64
Total	103	100.00	310	100.00	86	100.00
FIBER CONTENT						
Wool	91	88.34	157	50.66	29	33.74
Rayon	12	11.66	27	8.71		
Dacron			4	1.29		
Cotton					1	1.16
Blends			122	39.34	56	65.10
Total	103	100.00	310	100.00	86	100.00
FABRIC COLOR						
Black					8	5.48
Blue	89	34.91	244	30.23	43	29.45
Brown	72	28.24	189	23.33	27	18.50
Grey	69	27.05	271	34.79	47	32.20
Tan	24	9.41	86	11.41	3	2.05
Other Colors	1	.39	8	.24	18	12.32
Total	255	100.00	808	100.00	146	100.00

1960-63. Black, brown, blue, grey, tan, olive, and other colored fabrics were shown in the catalogs. It was interesting to note that throughout the eighteen years covered by the study black suits were only featured in the last three years. Another interesting trend was noted in reference to tan suits. Tan suits were shown as summer suits in the early part of the study. Later tan was shown in winter suits. In the latter part of the survey tan was once again shown only in the summer catalogs (Table XXII, Appendix). The suit colors for 1962 and 1963 (Table VII, page 24) did not include tan at all.

Innovations in Dress Shirts

Front Openings

In this study the dress shirts were first divided into two groups according to the style of the front opening. The shirts were classified either as having a panel or box pleat down the front or having a French front which meant that the front opening was a plain, regular, buttoned opening without an extra piece of fabric down the front.

The percentage comparison of the box pleated fronts and the French fronts showed a fairly even distribution between the two styles during the first two years of the study (Table IX, page 27). The box pleated style showed a great increase in 1947-48 and 1948-49 and in the over-all decade figures, there were more box pleated fronts than French fronts (Table XV, page 39).

The increase and decrease in the number of box pleated and the number of French fronts varied irregularly during the fifties with first one and then the opposite style shirt taking a lead (Table IX, page 27). In the over-all decade averages, the French fronts accounted for

TABLE IX
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FRONT OPENINGS OF MEN'S DRESS SHIRTS 1945-63

Year	Panel or Box-Pleat		French Front	
	No.	%	No.	%
1945-46	(10)	52.60	(9)	47.40
1946-47	(3)	50.00	(3)	50.00
1947-48	(19)	76.00	(6)	24.00
1948-49	(33)	76.75	(10)	23.25
1949-50	(19)	59.40	(13)	40.60
1950-51	(24)	66.67	(12)	33.33
1951-52*	(20)	44.44	(20)	44.44
1952-53	(30)	52.60	(27)	47.40
1953-54	(23)	51.10	(24)	48.90
1954-55	(35)	60.30	(23)	39.70
1955-56	(35)	53.80	(30)	46.20
1956-57	(8)	10.80	(66)	89.20
1957-58	(96)	100.00		
1958-59	(6)	8.57	(64)	91.43
1959-60	(7)	8.75	(73)	91.25
1960-61			(92)	100.00
1961-62	(10)	13.50	(64)	86.50
1962-63	(2)	3.12	(62)	96.88
1963-64	(25)	29.40	(60)	70.60

*Five shirts (11.12%) were undetermined.

sixty-nine percent of the total number of shirts. During this decade the "ivy league" shirts gained great popularity and accounted for the large number of box pleated fronts. At the same time "wash and wear" shirts which featured French fronts were also gaining in popularity.

The Ivy League trend had reached its peak during the fifties and during the sixties the French front shirts were definitely in the majority despite a sudden increase in box pleated shirts in 1963-64 (Table IX, page 27).

Collars

In this study the collar styles on men's dress shirts were classified as pointed collars, rounded collars, collars with buttoned points, collars with buttoned rounded points (including eyelet collars) and snap-tab collars. A sixth category showed the number of shirts which featured buttons in the center back of the collars. The reader is cautioned to remember that the shirts classified as button-in-back shirts were also counted in one of the other categories depending on the style of the collar points.

In the forties all of the shirts had pointed collars. Although no accurate measurement was devised to determine the actual length of the collar points, the points seemed to be considerably longer than the collar points shown later in the study. The researcher also observed a marked variation in the amount of spread between the collar points. Some of the collars featured a very narrow amount of spread and others had a wide amount of spread.

Variation in collar styles increased during the decade of the fifties. Collars with rounded points were introduced in the 1953 Spring and Summer Catalog. Collars with button points were another

innovation in the 1953 Spring and Summer Catalog (Table XXIV, Appendix). Innovations shown in 1957-58 included collars with buttons in the back and snap-tab collars (Table X, page 30).

During 1960-63 snap-tab collars showed a steady increase. Collars with a button in the back also increased except for 1961-62 when that style collar was not shown in the catalog (Table X, page 30).

Pockets

The pocket styles on men's dress shirts were divided into five categories: chevron pockets; chevron pockets with a vertical box pleat down the center; square pockets, square pockets with a box pleat down the center; shirts with two pockets; and shirts without pockets.

In the period of 1945-49 there was very little variation in the pocket styles (Table XI, page 31). Shirts with pleated chevron pockets were first shown in the Fall and Winter Catalog in 1948 (Table XX, Appendix). The over-all decade averages showed that only four shirts had pleated chevron pockets during the forties (Table XV, page 39).

During the first four years of the flamboyant fifties all of the shirt pockets were chevron in shape (Table XI, page 31). Two innovations in pockets appeared in the 1954 Fall and Winter Catalog.

Three shirts with pleated chevron pockets and two shirts with pleated square pockets were shown (Table XXV, Appendix). One of the most apparent innovations occurred in the 1956 Spring and Summer Catalog when a "Dickey Front" shirt was shown. The dickey front shirt did not have pockets but featured an inset of tucks across the front. At the close of the decade in 1959-60 the shirts had chevron pockets, pleated chevron pockets or two pockets.

There was a wide range of pocket styles shown in the years of

TABLE X
YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
COLLAR STYLES OF MEN'S DRESS SHIRTS 1945-63

Year	Pointed		Rounded		Buttoned Point		Round Pt. Buttoned		Button in Back		Snap-Tab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46	(19)	100.00										
1946-47	(6)	100.00										
1947-48	(25)	100.00										
1948-49	(43)	100.00										
1949-50	(32)	100.00										
1950-51	(36)	100.00										
1951-52	(45)	100.00										
1952-53	(55)	96.50	(1)	1.75	(1)	1.75						
1953-54	(44)	93.64			(2)	4.25	(1)	2.13				
1954-55	(56)	96.60			(1)	1.70	(1)	1.70				
1955-56	(58)	89.22	(1)	1.54	(4)	6.16	(2)	3.08				
1956-57	(65)	87.79			(8)	10.86	(1)	1.35				
1957-58	(79)	82.30	(1)	1.04	(14)	14.58			(4)	4.16	(2)	2.08
1958-59	(54)	77.15	(3)	4.28	(13)	18.57			(1)	1.43		
1959-60	(64)	80.00	(1)	1.25	(12)	15.00	(1)	1.25	(2)	2.50	(2)	2.50
1960-61	(69)	74.92	(2)	2.18	(16)	17.46	(3)	3.26	(1)	1.08	(2)	2.18
1961-62	(57)	77.04	(1)	1.35	(10)	13.50					(6)	8.11
1962-63	(41)	64.07	(3)	4.68	(12)	18.75			(3)	4.68	(8)	12.50
1963-64	(50)	58.80	(1)	1.18	(15)	17.65	(1)	1.18	(12)	14.12	(18)	21.19

TABLE XI

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
POCKET STYLES OF MEN'S DRESS SHIRTS 1945-63

Year	Chevron		Pleated Chevron		Square		Pleated Square		Two Pockets		No Pockets	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46	(19)	100.00										
1946-47	(6)	100.00										
1947-48	(25)	100.00										
1948-49	(40)	93.03	(3)	6.97								
1949-50	(31)	96.90	(1)	3.10								
1950-51	(36)	100.00										
1951-52	(45)	100.00										
1952-53	(57)	100.00										
1953-54	(47)	100.00										
1954-55	(53)	91.38	(3)	5.17			(2)	3.45				
1955-56	(54)	83.06	(10)	15.40							(1)	1.54
1956-57	(56)	75.70	(18)	24.30								
1957-58	(73)	75.06	(22)	22.90							(1)	1.04
1958-59	(59)	84.29	(10)	14.28							(1)	1.43
1959-60	(59)	73.75	(13)	16.25					(7)	10.00		
1960-61*	(51)	55.50	(20)	21.80					(13)	14.15		
1961-62	(57)	77.10	(5)	6.76					(12)	16.14		
1962-63	(37)	57.80	(7)	10.95	(7)	10.95			(13)	20.30		
1963-64**	(54)	63.52					(1)	1.18	(15)	17.65		

*Pocket styles undetermined on eight (8.55%) dress shirts.

**Pocket styles undetermined on fifteen (17.65%) dress shirts.

1960-63. Plain square pockets were shown in the 1963 Spring and Summer Catalog (Table XXV, Appendix). Shirts with two pockets increased during the sixties and a decline was noted in the number of shirts with pleated chevron pockets (Table XI, page 31).

Sleeves

In this study five sleeve styles were considered: (1) sleeves with regular button cuffs; (2) sleeves with French cuffs; (3) sleeves with convertible cuffs; (4) short sleeves; and (5) sleeves with two buttons on the cuffs. Only two shirts had sleeves with the decorative two-button cuffs (Table XII, page 33). During the first two years of the study all of the dress shirts had long sleeves with regular buttoned cuffs (Table XII, page 33). A shirt with French cuffs was shown in the 1948 Spring and Summer Catalog (Table XXVI, Appendix). An innovation in 1948-49 showed two shirts with decorative two button cuffs. The two button cuffs were not shown again during the study.

Regular buttoned cuffs and French cuffs were both shown in the catalogs throughout the first six years of the 1950's (Table XII, page 33). Convertible cuffs were introduced in the 1957 Spring and Summer Catalog. The convertible cuffs continued to be shown throughout the remainder of the study. The innovation of short sleeve dress shirts was first introduced in the 1958 Spring and Summer Catalog (Table XXVI, Appendix). A higher percentage of French cuffs were shown in the decade of the fifties than at any other time during the study (Table XV, page 39).

A rise in the percentage of convertible cuffs and a rise in the percentage of short sleeves characterized the dress shirts from 1960-63. The percentage of regular button cuffs showed a sharp decline from the

TABLE XII

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
SLEEVE STYLES OF MEN'S DRESS SHIRTS 1945-63

Year	Regular Buttoned Cuff		French Cuff		Convertible Cuff		Short Sleeves		Two Button Cuff	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46	(19)	100.00								
1946-47	(6)	100.00								
1947-48	(24)	96.00	(1)	4.00						
1948-49	(35)	81.40	(6)	13.95					(2)	4.65
1949-50	(29)	90.60	(3)	9.40						
1950-51	(34)	94.45	(2)	5.55						
1951-52	(37)	82.20	(8)	17.80						
1952-53	(44)	77.20	(13)	22.80						
1953-54	(35)	74.50	(12)	25.50						
1954-55	(46)	79.30	(12)	20.70						
1955-56	(48)	73.80	(17)	26.20						
1956-57	(49)	66.30	(23)	31.01	(2)	2.69				
1957-58	(62)	64.57	(27)	28.15	(3)	3.12	(4)	4.16		
1958-59	(40)	57.14	(16)	22.86	(10)	14.29	(4)	5.71		
1959-60	(45)	56.25	(17)	21.25	(9)	11.25	(9)	11.25		
1960-61	(43)	46.70	(13)	14.15	(21)	22.85	(15)	16.30		
1961-62	(33)	44.64	(9)	12.14	(20)	27.00	(12)	16.22		
1962-63	(18)	28.15	(10)	37.45	(22)	34.40				
1963-64	(32)	37.65	(11)	12.95	(25)	29.40	(17)	20.00		

beginning of the study to the end. It was interesting to note that the 1960 Fall and Winter Catalog was the only fall and winter catalog that showed short sleeve shirts (Table XXVI, Appendix).

Fabric Design

The dress shirts were divided into five categories based on the design of the fabric. The solid colored shirts were divided into two groups; those which were available in solid white only and those which were available in more than one solid colored fabric. The other fabric design categories were stripes, checks and plaids, and other small designs.

The yearly comparisons of the fabric designs from 1945-49 revealed an irregular fluctuation of the various designs each year (Table XIII, page 35). The most stable category was the one labeled "other designs."

During the decade of the fifties, checked and plaid designs occurred sporadically as evidenced in Table XIII, page 35. A gradual decrease in the percentage of shirts in the "other designs" categories was shown on the same table.

The irregular variation in the fabric designs in dress shirts continued during 1960-63 as shown on Table XIII, page 35. The percentage of solid white shirts was the highest of any decade in the study. The percentage of other solid color shirts and the percentage of striped shirts was higher than the previous decade but lower than during the forties. Checks and plaids and other designs also decreased during the sixties (Table XV, page 39).

Fiber Content

The dress shirts were classified according to fiber content in

TABLE XIII

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FABRIC DESIGN OF MEN'S DRESS SHIRTS 1945-63

Year	Solid White Only		Other Solid Colors		Stripes		Checks Plaids		Other Designs	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46	(7)	36.90	(2)	10.50	(7)	36.90			(3)	15.70
1946-47	(2)	33.33	(2)	33.33	(1)	16.67			(1)	16.67
1947-48	(13)	52.00	(3)	12.00	(6)	24.00			(3)	12.00
1948-49	(17)	39.56	(3)	6.96	(16)	37.20			(7)	16.28
1949-50	(14)	43.75	(8)	25.00	(6)	18.75			(4)	12.50
1950-51	(15)	41.67	(7)	19.44	(6)	16.67			(8)	22.22
1951-52	(22)	48.86	(10)	22.24	(11)	11.12	(1)	2.22	(7)	15.56
1952-53	(33)	57.85	(7)	12.28	(5)	8.79	(4)	7.04	(8)	14.04
1953-54	(35)	74.50	(4)	8.50	(2)	4.25			(6)	12.75
1954-55	(38)	65.51	(9)	15.52	(3)	5.18	(2)	3.44	(6)	10.35
1955-56	(40)	61.60	(16)	24.60	(4)	6.16			(5)	7.64
1956-57	(48)	64.90	(17)	22.93	(3)	4.06	(1)	1.35	(5)	6.76
1957-58	(59)	61.50	(23)	23.93	(6)	6.25	(4)	4.16	(4)	4.16
1958-59	(51)	72.88	(10)	14.28	(3)	4.28	(3)	4.28	(3)	4.28
1959-60	(62)	77.50	(14)	17.50	(1)	1.25	(2)	2.50	(1)	1.25
1960-61	(73)	79.34	(13)	14.14	(3)	3.26	(2)	2.18	(1)	1.08
1961-62	(56)	75.66	(6)	8.11	(8)	10.81	(2)	2.71	(2)	2.71
1962-63	(52)	81.32	(9)	14.00	(3)	4.68				
1963-64	(39)	45.90	(21)	24.66	(23)	27.08	(2)	2.36		

one of the following categories: cotton, nylon, rayon, orlon, dacron, silk, or blends. In the tables showing the numerical and percentage comparisons, silk was not listed as a major category since silk shirts were shown in the catalogs only in 1955-56 and 1956-57 (Table XIV, page 38).

Nearly eighty-five percent of the dress shirts in 1945-46 were made from cotton. Two rayon shirts and one shirt of blended fibers accounted for the other fifteen percent (Table XIV, page 38). Rayon shirts were also shown in 1947-48 and 1948-49. A shirt made from nylon was an innovation presented in the Spring and Summer of 1949 (Table XXVIII, Appendix). However, cotton was the leading fiber used in men's dress shirts in the forties (Table XV, page 39).

Rayon dress shirts were not shown in any year after 1949 (Table XXVI, Appendix). Innovations which occurred during the decade of the fifties included orlon shirts, silk shirts and dacron shirts. Orlon shirts were shown in 1952-53, 1953-54, and 1954-55. Silk shirts were shown in 1955-56 and 1956-57. The dacron shirts were first shown in 1953-54 and continued to be shown each year for the remainder of the study. Shirts made from blends of various fibers were not shown from 1945-46 until 1954-55 but once blended fibers reappeared in the catalogs they continued to be shown throughout the remainder of the study (Table XIV, page 38).

During the sixties the dress shirts were made from cotton, dacron, or blends of various kinds. All-cotton shirts accounted for the lowest percentage of the fiber content at the conclusion of the study in 1963-64 than in any other one year during the study, and blends had reached a higher percentage in 1963-64 than at any other time during

the study (Table XXVIII, Appendix).

TABLE XIV

YEARLY NUMERICAL AND PERCENTAGE COMPARISON OF THE
FIBER CONTENT OF MEN'S DRESS SHIRTS 1945-49

Year	Cotton		Nylon		Rayon		Orlon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945-46	(16)	84.25			(2)	10.50					(1)	5.26
1946-47	(6)	100.00										
1947-48	(24)	96.00			(1)	4.00						
1948-49	(42)	97.68			(1)	2.32						
1949-50	(31)	96.87	(1)	3.13								
1950-51	(34)	94.50	(2)	5.50								
1951-52	(43)	95.60	(2)	4.40								
1952-53	(53)	93.00	(2)	3.50			(2)	3.50				
1953-54	(41)	87.25	(2)	4.25			(2)	4.25	(2)	4.25		
1954-55	(52)	89.71	(2)	3.43					(2)	3.43	(2)	3.43
1955-56*	(53)	81.56	(3)	4.60					(3)	4.60	(4)	6.16
1956-57**	(61)	82.48	(2)	2.68					(2)	2.68	(6)	8.10
1957-58	(83)	86.48	(2)	2.08					(4)	4.16	(7)	7.28
1958-59	(61)	87.14							(2)	2.86	(8)	10.00
1959-60	(70)	87.50							(2)	2.50	(8)	10.00
1960-61	(77)	83.70							(6)	6.52	(9)	9.78
1961-62	(66)	89.20							(2)	2.69	(6)	8.11
1962-63	(58)	91.63							(2)	3.12	(4)	6.25
1963-64	(64)	76.28							(3)	3.53	(18)	21.19

*Two silk shirts (3.08%) were shown in 1955-56.

**Three silk shirts (4.06%) were shown in 1956-57.

TABLE XV
PERIOD SUMMARY OF INNOVATIONS IN DRESS SHIRTS 1945-63

	1945-49		1950-59		1960-63	
	No.	%	No.	%	No.	%
FRONT OPENINGS						
Panel or Box Pleat	84	67.20	188	29.95	37	11.74
French	41	32.80	435	69.26	278	88.26
Undetermined			5	.79		
Total	125	100.00	628	100.00	315	100.00
COLLARS						
Pointed	125	100.00	550	88.55	217	68.82
Rounded			7	1.11	7	2.22
Buttoned Points			55	8.75	53	16.72
Buttoned Round Points			6	.96	4	1.27
Button-in-Back			7	1.11	16	5.08
Snap-Tab			4	.63	34	10.79
Total	125	100.00	628	100.00	315	100.00
POCKETS						
Chevron	121	96.80	539	85.82	199	63.25
Pleated Chevron	4	3.20	76	12.10	32	10.16
Square					7	2.23
Pleated Square			2	.32	1	.32
Two Pockets			7	1.28	53	16.83
No Pockets			3	.48		
Undetermined					23	7.31
Total	125	100.00	628	100.00	315	100.00
SLEEVES						
Regular Buttoned Cuff	113	90.40	440	70.06	126	40.00
French Cuff	10	8.00	147	23.40	43	13.65
Convertible Cuff			24	3.82	88	27.91
Short Sleeve			17	2.72	58	18.41
Two Button Cuff	2	1.60				
Total	125	100.00	628	100.00	315	100.00
FABRIC DESIGN						
Solid White Only	53	42.40	403	64.20	220	69.84
Other Solid Colors	18	14.40	117	18.60	49	15.58
Stripes	36	28.80	38	6.04	37	11.74
Checks and Plaids			17	2.72	6	1.91
Other Designs	18	14.40	53	8.44	3	.95
Total	125	100.00	628	100.00	315	100.00
FIBER CONTENT						
Cotton	199	95.20	550	87.58	265	84.13
Nylon	1	.80	15	2.34		
Rayon	4	3.20				
Orlon			6	.79		
Dacron			17	2.72	13	4.74
Silk			5	.64		
Blends	1	.80	35	5.88	37	11.74
Total	125	100.00	628	100.00	315	100.00

CHAPTER III

SOCIAL AND ECONOMIC SCENE

Chapter III is concerned with the second sub-problem which is to identify the economic and social trends in America as shown by the literature of the time. Chapter III describes the methods used in investigating the second sub-problem and presents the data collected.

Methodology

Three factors were included in the criteria for selecting the sources to use for determining the social and economic history of the period of 1945-63. (1) Publications of selected historians cited from standard works such as Harvard Guide to American History and such recent studies as Bellot's American History and American Historians constitute acceptable sources. (2) Written works from selected historians receiving wide usage in American colleges and universities as basic texts constitute acceptable sources. (3) Written works from selected authorities listed in the Directory of American Scholars constitute acceptable sources.

The publications of the selected historians are sampled in the following manner: The period of 1945-1963 is divided into three segments based on divisions by decades which is used by historians (necessitating the use of two partial decades): (1) 1945-49 (2) 1950-59 (3) 1960-63. The literature of each of the designated

periods is perused in an effort to identify the characteristic factors discussed by authorities in the field of socio-economic history. A list of the characteristic factors discussed by the authorities in the field of socio-economic history is used to summarize the social and economic scene in America from 1945-1963.

The Post War Years, 1945-49

The year of 1945 was one of great events in American as well as world history. The first atomic bomb explosion occurred in July, 1945, and in August the bomb was used on two cities in Japan. The Japanese surrendered to the American forces and thus ended World War II.(1). As soon as the articles of surrender were signed, the armed forces began discharging the men in uniform. More than ten million men were returned to civilian life within two years after the war ended. The majority of the men were discharged within months after the close of the war. Many people feared that the return of so many men to civilian life all at once would create unemployment problems. However, a post-war depression did not occur. Actually prosperity followed the war as businesses switched from making war products to turning out peace goods (38).

The intellectual repercussions resulting from the atomic bomb were no less impressive than the material results. Intelligent people realized that the advance of science had been so rapid and revolutionary that fundamental readjustments would have to take place in all political and social relationships. The bomb represented only one line of research. Scientists and technologists had made equally significant progress in the fields of aviation, electronics, chemicals and

medicine. The general public accepted as a matter of course the assumption that daily life would be more and more transformed by science (3).

During and after the war it became more common for women to become wage and salary earners. Prosperity opened up new jobs and electric appliances lightened household work. Inflation spurred women to seek extra income for the family (3). Following World War II many men went back to school on the G.I. Bill. Wives took jobs to help support the family and while wives worked away from home husbands assumed the responsibility of many household chores.

Change was accelerated by the development of national advertising. Through the media of weekly and monthly magazines, millions of Americans were inoculated in ways of living and thinking that were middle-class American. The public was also introduced to the many new products which American industry was producing. Many of the products had not existed commercially ten years earlier. The variety of new products on the market in the 1940's ranged from detergents to fertilizers, from cosmetics to refrigerants, and from synthetic rubber to printer's ink (1).

The Flamboyant Fifties, 1950-59

The changing pattern of American life during the decade of 1950-59 included a tremendous growth of suburban communities (43). The drift to the suburbs was a double one -- outward from the cities and inward from the farms (31). The growth of the suburbs led to a casual way of life and informality in manners and dress (24).

Inflation continued as a prominent feature of the decade (24). An unprecedented rise in earning power and an increase in manufacturing

production characterized the decade of the fifties (26). At the same time the work week was reduced to about forty hours (31). More leisure time resulted, and an increase in the use of credit contributed to the rise in the standard of living (27).

The fifties were also characterized by mobility (31). The mobility included restless movement from job to job, from home to home and from social class to social class. The servant class virtually disappeared and the middle class increased (31). The American people were also mobile in a trend towards longer vacations and therefore longer trips. Tourism became one of America's big industries (31).

The influence of mass media could not be overlooked. Magazines, movies, radio and television all imposed the same patterns of emulation upon Americans of all income levels (1). The rapid advance of science and technology created an increased stress on education with specialization (24). Prosperity was evident in everything and affected everyone (26).

The Current Years, 1960-63

As the mid-point of the sixties is reached it is difficult to formulate the characteristics of the decade with any degree of accuracy because of the lack of perspective and reflective judgment over a period of time. However, writers have identified increased education, higher income and higher standard of living with increased emphasis on the middle income group (8), increase in entertainment to occupy leisure (17), continued technological advanced and emphasis on planned obsolescence as distinctive traits of the current years.

During the inclusive period of 1945-63, five general characteristics

appeared to be discussed to some extent by most authorities in the field of social and economic history: (1) war and aftermath of depression or inflation; (2) status of women; (3) technological progress; (4) economic changes; and (5) social behavior.

CHAPTER IV

INTERPRETATIONS OF THE FASHION CHANGES AND THE SOCIAL AND ECONOMIC HISTORY

This chapter is concerned with the third sub-problem of the study. The third sub-problem proposed to show the relationship which existed between the innovations in the business suits and dress shirts and the social and economic history of the time.

Characteristics of fashions and the social features of the period of 1945-63 revealed interesting similarities. The investigator realized from the beginning of the study that it was impossible to prove absolute relationships historically. The researcher only attempted to show casual relationships between the fashions and the social features of the time. All relationships remained in the realm of probability and not absolute certainty.

In order to interpret the fashion changes and the social and economic history it was necessary to list the characteristics of each of the three periods (1945-49; 1950-59; 1960-63) according to the five general categories which were discussed to some extent by most authorities in the field of social and economic history. The five categories were (1) war and aftermath of depression or inflation, (2) status of women, (3) technological progress, (4) economic changes, and (5) social behavior. A sixth grouping was used to list those features which were peculiar to the specific decade. The period

characteristics were followed by the fashion characteristics for the equivalent period and category. A discussion of the innovations in men's business suits and dress shirts accompanied each listing. Additional supporting evidence from the current publications of each period was noted as seemed pertinent.

The Post War Years, 1945-49

I. Post War, Inflation and Depression

A. Social Influences

1. World War II dominated the scene

B. Fashion Influences

1. Close of London gave American designers of men's wear an added opportunity to advance (13).
2. L85 government regulation (55).
3. Men being discharged from the armed forces had to replenish wardrobes (55).

American men looked to London and the English tailors for guidance and leadership in fashions prior to World War II (13). The depression years of the thirties followed by the war years of the early forties had a great impact on fashions in men's wear. Very little thought could be given to fashion during those years. In the early forties and for a year following the war, the government enforced curtailment of civilian manufacturing. White cotton civilian shirts were unattainable (Table XXIII, Appendix). Patch pockets, pocket flaps and trouser cuffs were also banned during the war years. Vests were banished due to limitations on wool yardage (55).

Demobilization took place rapidly after the war ended (38) and

the returning soldiers rushed to replenish wardrobes (55). The men sought casual or semi-formal clothes (55). The drabness of the war years increased the desire for brighter coloring in clothes according to an article in Business Week (41). Suit sales reached a record peak in 1947-48 (41).

II. Status of Women

A. Social Influences

1. More women were working (3).

B. Fashion Influence

1. Women working outside the home created a need for easy-care clothes for the family (21).
2. Clothes that would meet the versatile demands of a fluid society were also needed.

The influence of the status of women on men's fashions was nebulous. Yet, at the same time, the changing pattern in American life in which the roles of men and women were changing was having its impact on men's clothing.

III. Technological Progress

A. Social Influences

1. New products (1).
2. Emphasis on automation (31).
3. Scientific discoveries (3).
4. Air travel (influence on fabrics)(13).
5. Synthetics affected price of clothing and textiles (24).

B. Fashion Influences

1. New Finishes (56).

2. Mixtures and blends created modern fabrics (56).

Rayon and nylon, two man-made fibers, were used in men's business suits and dress shirts in 1945-49. Also a shirt of fiber blends was shown in 1945-46 (Tables XXI and XXVIII, Appendix).

Wingate (56) commented on the many new fabric finishes which were perfected after World War II. She classified the finishes which were applied to fabrics to make them better suited to specific uses as special finishes.

Chambers (12) noted that travel was at an all time high in 1949 and this activity influenced clothes, accessories and luggage. Hall (24) stated that the new synthetic fabrics affected the price of clothing and textiles and often meant a switch from expensive to cheaper fabrics.

IV. Social Behavior

A. Social Influences

1. "Group" orientation (48).

B. Fashion Influences

1. Comfort stressed (24).
2. Clothes for many varied activities (12).

Chambers (12) commented on clothing to meet the needs of a society engaged in a wide variety of sports and other activities. Emphasis was placed on comfortable clothes. The descriptions accompanying the suits and dress shirts in the catalogs commented repeatedly on the "pleated" trousers and shirts with gathered fullness in back and sleeves.

V. Economic Changes

A. Social Influences

1. Shift from wartime to peacetime production (38).

2. War increased purchase of luxury items (24).
3. War increased employment (24).
4. Credit buying - new kind of spending.
5. Government intervention increased (26).

B. Fashion Influences

1. Credit buying (24).

The number of credit purchases rose rapidly after World War II. Charge accounts increased in number and credit cards were issued by department stores, oil companies, and other businesses. Hall (24) reviewed the importance and necessity of the use of credit in the fashion industry.

VI. Changes in Merchandising

A. Social Influences

1. National advertising increased (1).
2. Urbanization increased (31).

B. Fashion Influences

1. Suburban shopping areas (28).
2. Fashion merchandising emphasized clothing for specific activities (12).

As the population moved to urban areas, downtown department stores cautiously began opening branch stores in the suburban areas (28). Fashion merchandising techniques changed too, as clothes were advertised for specific occasions and specific activities (12).

The Flamboyant Fifties, 1950-59

I. War, Inflation and Depression

A. Social Influence

1. Inflation dominated (3).

B. Fashion Influence

1. Fashion prices reflected inflation (24).
2. Clothing no longer a status symbol (24).

Clothing was gradually replaced as a status symbol by other material goods. It was impossible to tell the difference in the rich and poor when both were wearing blue jeans. Even expensive clothes failed to clearly distinguish the rich from the poor in dressy clothing (24).

II. Status of Women

A. Social Influence

1. Held key positions in business and industry.

B. Fashion Influence

1. Clothes for the career woman (12).
2. Increased number of women wage earners caused a "revolution in clothes," (24).

The United States Department of Agriculture Information Bulletin Number 64 (53) listed three reasons why men purchase new clothes: (1) to impress fellow workers and get better jobs; (2) to maintain and improve social position in the community; and (3) to win or hold a woman. These reasons reflect the influence which women have on the way men dress, and the presence of women co-workers had its effect.

III. Technological Progress

A. Social Influences

1. Technological revolution continued (47).
2. Education with emphasis on specialization (45).
3. World travelers in jet age (44)
4. Automation common (31).

5. New fibers and finishes (21).

B. Fashion Influences

1. American public wanted wash and wear, minimum care, the new in every sense (56).
2. Apparel construction was simplified and tailoring trade was diminishing (24).

American business placed more and more emphasis on better clothing for the many and less emphasis on the needs of the very rich (24). The number of custom tailors declined rapidly and the production of better low-cost clothing increased (12). Apparel in general was simplified and involved fewer individualized touches (24).

Lightweight fabrics in men's wear drew attention during the fifties. Summer suit fabrics which had weighed ten to twelve ounces a yard in previous years, weighed eight to ten ounces a yard by 1957 (42). The catalogs advertised synthetic fabrics in suits and dress shirts. "Wash and Wear" suits and shirts were shown in the catalogs and "Scotchgard," a new fabric finish, was also mentioned.

IV. Social Behavior

A. Social Influences

1. "Informality" keyed American behavior (24).

B. Fashion Influences

1. Informal merchandising - Automatic vending and self-service (28).
2. Promoted obsolescence to induce purchasing beyond replacement needs (51).

Cheap production made fashion universal in the United States. Fashion was planned to promote obsolescence and induce consumers to

purchase beyond their replacement needs (24). The place of planned obsolescence in our contemporary American society and the use of this tactic in men's apparel promotions was discussed in an article in Business Week (41) in 1955.

V. Economic Changes

A. Social Influences

1. Mass media persuasive (1).
2. Credit plans increasing (28).
3. Average American income up (26).
4. Economic extremes shrinking (26).
5. Servant class disappearing (33).

B. Fashion Influences

1. Fast acceptance of fashion by middle-income group (24).
2. Intensified fashion promotion by men's wear industry (32).

Radio, television, movies, and other agencies of communication ended isolation in America and through the mass media, millions of Americans were inoculated in ways of living and thinking which were middle class or classless American. Advertising also introduced a barrage of new products produced by American industry (1).

During the fifties the men's apparel business began a new promotion campaign. An article in the Journal of Home Economics (23) in 1954 pointed out the publicity being given to men's wear. The article cited the May 1953 issue of Vogue which devoted sixteen pages to men's wear. The same article stated that fifteen national magazines devoted regular space to men's wear and that more than six hundred newspapers regularly

printed news items and factual statements about men's wear.

The aggressive promotion steps taken by the men's apparel industry:

(1) the formation of an all inclusive trade promotion organization -- the American Institute of Men's and Boy's Wear; (2) the inauguration of a multi-billion dollar promotion and advertising campaign were reported in the July, 1955 issue of Business Week (32). Later the same year, Business Week (41) listed five indications that men were widening their wardrobes: (1) spread of men's fashion shows; (2) trebling within a year of the number of daily newspapers that carried news of men's fashions as regular features; (3) the almost simultaneous appearance of a new style, fabric or color across the country; (4) colored shirts for business wear; (5) new "uniform" nation-wide acceptance of the narrow, single-breasted, charcoal-hued suit late in 1953.

The first man's magazine devoted exclusively to fashions was launched in 1957. Despite ridicule and skepticism on the part of many observers, Gentleman's Quarterly survived and is recognized today as a man's fashion publication.

The Current Years, 1960-63

I. War, Inflation and Depression

A. Social Influence

1. Inflation continued.
2. Prosperity continued.

B. Gradual "slimming" of the Male Silhouette

One of the most interesting relationships between the social and economic history and the fashion innovations was observed in the gradual

"slimming" of the male silhouette during the period covered by the study. The double-breasted suits, padded shoulders, and peaked lapels gradually changed to single breasted suits, natural shoulders and narrow lapels. Trousers became more tapered and "tapered shirts" were highly advertised during the latter part of the study. At the same time, inflation was noted in the price of the shirts and the suits in the catalogs. In American Fabrics (54) it was observed that the fashion silhouette of the sixties was "geared to the modern fast paced way of life where human relationships are more casual, more informal, more democratic and less imbedded in protocol than those of any previous society."

II. Status of Women

A. Social Influence

1. Approximately 1/3 of the labor force were women (19).

B. Fashion Influence

1. Emphasis on minimum care clothing.

It was estimated that women composed approximately one-third of the labor force in the early 1960's and the number was predicted to increase (19). Minimum care clothing, including wash and wear business suits, as well as dress shirts, increased in number in the catalogs. At the same time, coin-operated laundries and dry cleaning establishments increased in number.

III. Technological Progress

A. Social Influence

1. Space travel began (38).
2. Television communication with Europe.

B. Fashion Influence

1. New textures in fabrics.
2. "Stretch" fabrics (57).

Science and technology continued to decree an abundance of consumer goods for the American people. Two of the greatest technological advances of the current years were the first orbital space flights around the earth (38) and television communication with Europe via Telstar satellite communications.

New textures and "stretch" fabrics made fashion news in the early sixties. American Fabrics herald stretch fabrics as "the most significant fabric development of the sixties," (54). The catalogs featured stretch wool suits and also stretch dress shirts.

IV. Social Behavior

A. Social Influence

1. Emphasis on leisure (17).
2. Continued emphasis on education (54).

B. Fashion Influence

1. Comfort stressed in fashion (57).
2. Increase in sportswear.
3. Stimulation of fashion consciousness among men (52).

Comfort was identified more with fashion during the sixties than at any other time during history (57). Stretch fabrics were attuned to the emphasis on comfort in fashion (57). The catalogs vividly portrayed the emphasis Americans were placing on sportswear for various leisure-time activities.

Fashion became the major selling force in the men's wear industry

in the sixties (52). Fashion analysts spoke of American men maturing in fashion awareness (46).

V. Economic Changes

A. Social Influence

1. Emphasis on higher income for more people (54).

B. Fashion Influence

1. Clothing expenditures increase as income increases (35).

The President of the United States launched an attack on poverty in the early sixties and emphasized higher incomes for more people. Economically this meant an increase in expenditures for clothing since more is spent on clothing as family incomes rise (57).

When the current years are viewed with more perspective and reflective thinking over a period of time, researchers will be able to ascribe relationships in clothing innovations and social and economic history with a greater degree of accuracy than is now possible. The lack of perspective hampers research in current relationships.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The problem undertaken was a study of the innovations in the style and fabric of men's business suits and dress shirts from 1945-63 as evidenced in a large mail order catalog in relation to the social and economic history of the time. The three sub-problems identified in the study were: (1) to tabulate the innovations by count which occurred in the style and fabric of the business suits and dress shirts worn by American men from 1945-63 as seen in a mail order catalog; (2) to identify the economic and social trends in American history as shown by the literature of the time; and (3) to show the relationship, if any, between the innovations in the business suits and dress shirts and the social and economic history of the time.

Assumptions basic to the study were that (1) the outstanding feature of fashion in clothing is innovation in the apparel worn by women -- not innovation in the apparel worn by men; (2) the stylistic innovations in the business suits and dress shirts worn by men are evidenced in the small style details of the garments; and (3) the differences in regional catalogs are negligible and will not be great enough to affect the study.

Four hypotheses tested in the study were: (1) the innovations in

the business suits worn by men will occur irregularly and at an accelerated rate; (2) the innovations in the dress shirts worn by men will occur irregularly and at an accelerated rate; (3) there is a relationship between the innovations in the style and fabric of men's business suits and the social and economic history of the time; and (4) there is a relationship between the innovation in the style and fabric of men's dress shirts and the social and economic history of the time.

Sears, Roebuck and Company Catalogs were selected as the source to use for determining the style and fabric innovations in men's business suits and dress shirts. A page by page analysis was used to provide a 100% tabulation as the sample of the data. Innovations in reference to business suits included coat closings, inclusion of vests with suits, pockets on coats, fabric design, fiber content and fabric color. Innovations in reference to dress shirts included front openings, collars, pockets, sleeves, fabric designs and fiber content.

Publications by selected historians were used to determine the social and economic history from 1945-63. Five characteristic factors were discussed to some extent by most of the authorities. They were (1) war and aftermath of inflation or depression, (2) status of women, (3) technological progress, (4) social behavior, and (5) economic changes.

Relationships between the innovations in the business suits and dress shirts and the social and economic history of the time were evident. The association was shown by relating the innovations in men's business suits and dress shirts to the list of characteristics for each period. A discussion of the innovations in men's business

suits and dress shirts accompanied each listing. Additional supporting evidence from the current publications of each period was noted as seemed pertinent.

Conclusions

The conclusions delineated from the analysis of the data are as follows:

(1) Innovations in business suits and dress shirts worn by men occur irregularly and at an accelerated rate in reference to fiber content. Innovations occur irregularly but not at an accelerated rate in reference to front closings, vests, pockets, fabric designs and fabric colors.

(2) Innovations in dress shirts worn by men occur irregularly and at an accelerated rate in reference to collars, pockets, sleeves and fiber content. Innovations occur irregularly but not at an accelerated rate in reference to front openings and fabric designs.

(3) Relationships do exist between the innovations in the style and fabric of men's business suits and the social and economic history of the time.

(4) Relationships do exist between the innovations in the style and fabric of men's dress shirts and the social and economic history of the time.

(5) In general, innovation follows no set pattern. The percentage of the innovation when first introduced or re-introduced varied from as low as two percent to a high of sixty percent. The seasonal presentation of innovations was equally as varied. An innovation might show a tendency towards producing a fashion curve and then suddenly

veer. A longer period of study is needed to show a true picture of the nature of innovation in men's business suits and dress shirts.

Recommendations

The writer suggests the following recommendations in reference to the study of apparel worn by men:

1. A more extensive study of the collar styles of men's shirts is suggested. Such a study might devise some form of measurement to evaluate the length of the collar points and the amount of the collar spread.

2. A concentrated study of the fiber content and fabric finishes of men's business suits would appear to be of interest and benefit to persons interested in textiles. It is suggested that such a study begin with the Textile Fiber Products Identification Act which became effective March 3, 1960, and required that the label include the percentage by weight of the fiber content of fabrics.

3. A study devoted entirely to the innovations in the coat lapels of men's business suits would elucidate one rich area of innovation in men's wear which was observed by the researcher.

4. Research pertaining to fashion cycles in garments worn by men would probably be of value to designers, retailers and manufacturers in predicting future fashion trends and in providing source material for future fashions.

5. A penetrating study of some of the psychological factors influencing fashions in men's wear would provide resource material for fashion promotion of men's wear.

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APPENDIX

TABLE XVI

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FRONT CLOSINGS OF MEN'S BUSINESS SUITS 1945-64

Year	Double Breasted 4 Buttons		Double Breasted 6 Buttons		Single Breasted 1 Button		Single Breasted 2 Buttons		Single Breasted 3 Buttons	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945										
F. & W.			(1)	33.34					(2)	66.66
1946										
S. & S.			(4)	26.40			(2)	18.20	(5)	45.40
F. & W.			(6)	46.15			(7)	53.85		
1947										
S. & S.			(5)	50.00			(4)	40.00	(1)	10.00
F. & W.			(3)	42.84			(4)	57.16		
1948										
S. & S.			(7)	36.80			(7)	36.90	(5)	26.30
F. & W.	(1)	11.11	(4)	44.45			(2)	22.22	(2)	22.22
1949										
S. & S.			(3)	30.00			(2)	20.00	(5)	50.00
F. & W.	(1)	9.09	(6)	54.54			(2)	18.18	(2)	18.18
1950										
S. & S.			(6)	60.00					(4)	40.00
F. & W.	(1)	9.09	(7)	63.63			(3)	27.28		

TABLE XVI (Continued)

Year	Double Breasted 4 Buttons		Double Breasted 6 Buttons		Single Breasted 1 Button		Single Breasted 2 Buttons		Single Breasted 3 Buttons	
	No.	%	No.	%	No.	%	No.	%	No.	%
1951										
S. & S.			(4)	33.33			(4)	33.33	(4)	33.34
F. & W.	(1)	9.09	(6)	54.55			(2)	18.18	(2)	18.18
1952										
S. & S.			(4)	22.24			(8)	44.44	(6)	33.32
F. & W.			(4)	33.33			(6)	50.00	(2)	16.67
1953										
S. & S.			(6)	33.33	(1)	5.55	(9)	50.00	(2)	11.12
F. & W.			(4)	22.24	(2)	11.12	(12)	66.64		
1954										
S. & S.			(4)	22.23	(1)	5.55	(12)	66.67	(1)	5.55
F. & W.			(5)	33.33			(10)	66.67		
1955										
S. & S.			(2)	13.33			(12)	80.00	(1)	6.67
F. & W.			(3)	17.64			(14)	82.36		
1956										
S. & S.							(16)	100.00		
F. & W.							(12)	100.00		
1957										
S. & S.							(20)	100.00		
F. & W.							(8)	40.00	(12)	60.00

TABLE XVI (Continued)

Year	Double Breasted 4 Buttons		Double Breasted 6 Buttons		Single Breasted 1 Button		Single Breasted 2 Buttons		Single Breasted 3 Buttons	
	No.	%	No.	%	No.	%	No.	%	No.	%
1958										
S. & S.*							(7)	35.00	(11)	55.55
F. & W.			(1)	17.70			(2)	14.40	(10)	77.90
1959										
S. & S.							(3)	15.80	(16)	84.20
F. & W.							(3)	23.00	(10)	77.00
1960										
S. & S.							(2)	16.67	(10)	83.33
F. & W.							(2)	14.30	(12)	85.70
1961										
S. & S.							(1)	7.13	(13)	92.87
F. & W.									(14)	100.00
1962										
S. & S.							(1)	8.33	(11)	91.67
F. & W.									(5)	100.00
1963										
S. & S.							(1)	14.28	(6)	85.72
F. & W.					(1)	8.33	(3)	25.00	(7)	66.67

TABLE XVI (Continued)

Year	Double Breasted 4 Buttons		Double Breasted 6 Buttons		Single Breasted 1 Button		Single Breasted 2 Buttons		Single Breasted 3 Buttons	
	No.	%	No.	%	No.	%	No.	%	No.	%
1964										
S. & S.							(1)	11.11	(8)	88.89

*Unable to determine the front opening on two (10.00%) single breasted suits.

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XVII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF
VESTS INCLUDED WITH BUSINESS SUITS 1945-64

Year	Suits with Vests		Suits without Vests	
	No.	%	No.	%
1945				
F. & W.	(2)	66.67	(1)	33.33
1946				
S. & S.	(3)	27.30	(8)	72.70
F. & W.	(7)	53.85	(6)	46.15
1947				
S. & S.	(5)	50.00	(5)	50.00
F. & W.	(3)	42.84	(4)	57.16
1948				
S. & S.	(8)	42.20	(11)	57.80
F. & W.	(2)	22.22	(7)	77.78
1949				
S. & S.	(4)	40.00	(6)	60.00
F. & W.	(2)	18.18	(9)	81.82
1950				
S. & S.	(1)	10.00	(9)	90.00
F. & W.			(11)	100.00

TABLE XVII (Continued)

Year	Suits with Vests		Suits without Vests	
	No.	%	No.	%
1951				
S. & S.	(1)	8.33	(11)	91.67
F. & W.	(2)	18.18	(9)	81.82
1952				
S. & S.	(1)	5.55	(17)	94.45
F. & W.	(1)	8.33	(11)	91.67
1953				
S. & S.			(18)	100.00
F. & W.			(18)	100.00
1954				
S. & S.			(18)	100.00
F. & W.			(15)	100.00
1955				
S. & S.			(15)	100.00
F. & W.			(17)	100.00
1956				
S. & S.			(16)	100.00
F. & W.			(12)	100.00
1957				
S. & S.			(20)	100.00
F. & W.	(2)	10.00	(18)	90.00

TABLE XVII (Continued)

Year	Suits with Vests		Suits without Vests	
	No.	%	No.	%
1958				
S. & S.			(20)	100.00
F. & W.	(1)	7.70	(12)	92.30
1959				
S. & S.			(19)	100.00
F. & W.			(13)	100.00
1960				
S. & S.			(12)	100.00
F. & W.	(1)	7.15	(13)	92.85
1961				
S. & S.	(2)	14.28	(12)	85.72
F. & W.	(4)	28.57	(10)	71.43
1962				
S. & S.			(12)	100.00
F. & W.			(5)	100.00
1963				
S. & S.			(7)	100.00
F. & W.	(4)	36.36	(7)	63.64
1964				
S. & S.			(9)	100.00
S. & S. means spring and summer				
F. & W. means fall and winter				

TABLE XVIII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
CHEST POCKETS ON MEN'S BUSINESS SUITS 1945-64

Year	Set-in Pocket		Patch Pocket	
	No.	%	No.	%
1945				
F. & W.	(3)	100.00		
1946				
S. & S.	(11)	100.00		
F. & W.	(13)	100.00		
1947				
S. & S.	(10)	100.00		
F. & W.	(7)	100.00		
1948				
S. & S.	(17)	89.50	(2)	10.50
F. & W.	(9)	100.00		
1949				
S. & S.	(10)	100.00		
F. & W.	(11)	100.00		
1950				
S. & S.	(9)	90.00	(1)	10.00
F. & W.	(10)	90.91	(1)	9.09
1951				
S. & S.	(8)	66.67	(4)	33.33
F. & W.	(10)	90.91	(1)	9.09

TABLE XVIII (Continued)

Year	Set-in Pocket		Patch Pocket	
	No.	%	No.	%
1952				
S. & S.	(11)	61.12	(7)	38.88
F. & W.	(11)	91.67	(1)	8.33
1953				
S. & S.	(12)	66.67	(6)	33.33
F. & W.	(8)	44.44	(10)	55.56
1954				
S. & S.	(11)	61.12	(7)	38.88
F. & W.	(9)	60.00	(6)	40.00
1955				
S. & S.	(6)	40.00	(9)	60.00
F. & W.	(10)	58.80	(7)	41.20
1956				
S. & S.	(6)	37.50	(10)	62.50
F. & W.	(6)	50.00	(6)	50.00
1957				
S. & S.*	(9)	45.00	(8)	40.00
F. & W.	(15)	75.00	(5)	25.00
1958				
S. & S.	(16)	80.00	(4)	20.00
F. & W.	(12)	92.30	(1)	7.70

TABLE XVIII (Continued)

Year	Set-in Pocket		Patch Pocket	
	No.	%	No.	%
1959				
S. & S.	(17)	89.50	(2)	10.50
F. & W.	(11)	84.60	(2)	15.40
1960				
S. & S.	(9)	75.00	(3)	25.00
F. & W.	(12)	85.72	(2)	14.28
1961				
S. & S.	(11)	78.58	(3)	21.42
F. & W.	(14)	100.00		
1962				
S. & S.	(10)	83.33	(2)	16.67
F. & W.	(5)	100.00		
1963				
S. & S.	(7)	100.00		
F. & W.	(10)	90.90	(1)	9.10
1964				
S. & S.	(9)	100.00		

S. & S. means spring and summer.

F. & W. means fall and winter.

*Pocket style could not be determined on 3 (15.00%) suits.

TABLE XIX

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
LOWER COAT POCKETS ON MEN'S BUSINESS SUITS 1945-64

Year	Plain Set-in Pocket		Set-in with Flap		Plain Patch Pocket		Patch Pocket with Flap	
	No.	%	No.	%	No.	%	No.	%
1945								
F. & W.	(1)	33.33	(2)	66.67				
1946								
S. & S.	(4)	36.40	(7)	63.60				
F. & W.	(6)	46.15	(7)	53.85				
1947								
S. & S.*	(5)	50.00	(4)	40.00				
F. & W.	(4)	57.16	(3)	42.84				
1948								
S. & S.**	(2)	10.52	(12)	63.16	(2)	10.52		
F. & W.	(3)	33.33	(6)	66.67				
1949								
S. & S.	(5)	50.00	(5)	50.00				
F. & W.	(5)	45.45	(6)	54.55				
1950								
S. & S.	(5)	50.00	(4)	40.00	(1)	10.00		
F. & W.	(7)	63.63	(3)	27.26	(1)	9.11		

TABLE XIX (Continued)

Year	Plain Set-in Pocket		Set-in with Flap		Plain Patch Pocket		Patch Pocket with Flap	
	No.	%	No.	%	No.	%	No.	%
1951								
S. & S.	(3)	25.00	(5)	41.67	(4)	33.33		
F. & W.	(6)	54.55	(4)	36.36	(1)	9.09		
1952								
S. & S.	(7)	38.88	(4)	22.24	(7)	38.88		
F. & W.	(4)	33.33	(7)	58.34	(1)	8.33		
1953								
S. & S.	(9)	50.00	(3)	16.65	(5)	27.80	(1)	5.55
F. & W.	(7)	38.87	(1)	5.57	(10)	55.56		
1954								
S. & S.	(8)	44.43	(3)	16.69	(7)	38.88		
F. & W.	(8)	53.34	(1)	6.66	(6)	40.00		
1955								
S. & S.	(2)	13.33	(4)	26.67	(9)	60.00		
F. & W.	(2)	11.72	(7)	41.21	(7)	41.21	(1)	5.86
1956								
S. & S.			(6)	37.50	(6)	37.50	(4)	25.00
F. & W.	(1)	8.33	(5)	41.67	(3)	25.00	(3)	25.00
1957								
S. & S. ***			(9)	45.00	(5)	25.00	(3)	15.00
F. & W.			(15)	75.00	(3)	15.00	(2)	10.00

TABLE XIX (Continued)

Year	Plain Set-in Pocket		Set-in with Flap		Plain Patch Pocket		Patch Pocket with Flap	
	No.	%	No.	%	No.	%	No.	%
1958								
S. & S.			(15)	75.00	(4)	20.00	(1)	5.00
F. & W.	(1)	7.70	(11)	84.60	(1)	7.70		
1959								
S. & S.			(17)	89.50			(2)	10.50
F. & W.	(1)	7.70	(10)	76.90			(2)	15.40
1960								
S. & S.			(9)	75.00			(3)	25.00
F. & W.	(2)	14.30	(10)	71.40			(2)	14.30
1961								
S. & S.			(11)	78.58			(3)	21.42
F. & W.			(14)	100.00				
1962								
S. & S.			(10)	83.33			(2)	16.67
F. & W.			(5)	100.00				
1963								
S. & S.			(7)	100.00				
F. & W.			(10)	90.90			(1)	9.10

TABLE XIX (Continued)

Year	Plain Set-in Pocket		Set-in with Flap		Plain Patch Pocket		Patch Pocket with Flap	
	No.	%	No.	%	No.	%	No.	%
1964								
S. & S.			(9)	100.00				
*Unable to determine the pocket styles on one (10.00%) suit. **Unable to determine the pocket style on three (16.80%) suits. ***Unable to determine pocket style on three (15.00%) suits. S. & S. means spring and summer. F. & W. means fall and winter.								

TABLE XX

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FABRIC DESIGN OF MEN'S BUSINESS SUITS 1945-64

Year	Solid Colors		Stripes		Checks and Plaids		Tweeds and All Others	
	No.	%	No.	%	No.	%	No.	%
1945								
F. & W.					(2)	66.67	(1)	33.33
1946								
S. & S.	(1)	9.10	(6)	54.54	(4)	36.36		
F. & W.	(4)	30.77	(7)	53.85	(1)	7.69	(1)	7.69
1947								
S. & S.	(4)	40.00	(4)	40.00	(2)	20.00		
F. & W.	(5)	71.14	(2)	28.86				
1948								
S. & S.	(6)	31.62	(8)	42.08	(4)	21.04	(1)	5.26
F. & W.	(2)	22.22	(3)	33.34	(2)	22.22	(2)	22.22
1949								
S. & S.	(2)	20.00	(5)	50.00	(3)	30.00		
F. & W.	(4)	36.36	(2)	18.18	(4)	36.36	(1)	9.10
1950								
S. & S.	(8)	80.00			(2)	20.00		
F. & W.	(5)	45.46	(2)	18.18	(2)	18.18	(2)	18.18

TABLE XX (Continued)

Year	Solid Colors		Stripes		Checks and Plaids		Tweeds and All Others	
	No.	%	No.	%	No.	%	No.	%
1951								
S. & S.	(7)	58.34	(2)	16.66	(1)	8.34	(2)	16.66
F. & W.	(2)	18.18	(1)	9.10	(3)	27.27	(5)	45.45
1952								
S. & S.	(10)	55.55	(3)	16.67	(3)	16.67	(2)	11.11
F. & W.	(6)	50.00	(1)	8.33	(2)	16.67	(3)	25.00
1953								
S. & S.	(13)	72.25	(2)	11.10			(3)	16.65
F. & W.	(12)	66.64			(4)	22.24	(2)	11.12
1954								
S. & S.	(11)	61.12	(6)	33.33			(1)	5.55
F. & W.	(12)	80.00			(1)	6.67	(2)	13.33
1955								
S. & S.	(9)	60.00	(6)	40.00				
F. & W.	(14)	82.36	(3)	17.64				
1956								
S. & S.	(15)	93.75			(1)	6.25		
F. & W.	(7)	58.34			(1)	8.33	(4)	33.33
1957								
S. & S.	(14)	70.00					(6)	30.00
F. & W.	(10)	50.00	(3)	15.00	(1)	5.00	(6)	30.00

TABLE XX (Continued)

Year	Solid Colors		Stripes		Checks and Plaids		Tweeds and All Others	
	No.	%	No.	%	No.	%	No.	%
1958								
S. & S.	(17)	85.00	(1)	5.00			(2)	10.00
F. & W.	(10)	76.90	(3)	23.10				
1959								
S. & S.	(11)	58.00					(8)	42.00
F. & W.	(6)	46.10	(5)	38.50			(2)	15.40
1960								
S. & S.	(3)	25.00	(4)	33.33	(1)	8.34	(4)	33.33
F. & W.	(5)	35.72	(2)	14.28	(5)	35.72	(2)	14.28
1961								
S. & S.	(6)	42.86	(1)	7.14	(4)	28.57	(3)	21.47
F. & W.	(4)	28.57	(4)	28.57	(4)	28.57	(2)	14.29
1962								
S. & S.	(7)	58.33	(2)	16.67	(1)	8.33	(2)	16.67
F. & W.	(3)	60.00	(1)	20.00	(1)	20.00		
1963								
S. & S.	(5)	71.44	(1)	14.28	(1)	14.28		
F. & W.	(9)	81.80	(1)	9.10	(1)	9.10		

TABLE XX (Continued)

Year	Solid Colors		Stripes		Checks and Plaids		Tweeds and All Others	
	No.	%	No.	%	No.	%	No.	%
1964								
S. & S.	(7)	77.78	(1)	11.11			(1)	11.11

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXI

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FIBER CONTENT OF MEN'S BUSINESS SUITS 1945-64

Year	Wool		Rayon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%
1945								
F. & W.	(3)	100.00						
1946								
S. & S.	(11)	100.00						
F. & W.	(13)	100.00						
1947								
S. & S.	(10)	100.00						
F. & W.	(7)	100.00						
1948								
S. & S.	(16)	84.22	(9)	15.78				
F. & W.	(9)	100.00						
1949								
S. & S.	(7)	70.00	(3)	30.00				
F. & W.	(11)	100.00						
1950								
S. & S.	(4)	40.00	(6)	60.00				
F. & W.	(9)	81.82	(2)	18.18				
1951								
S. & S.	(6)	50.00	(4)	33.33			(2)	16.67
F. & W.	(9)	81.82	(2)	18.18				

TABLE XXI (Continued)

Year	Wool		Rayon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%
1952								
S. & S.	(8)	44.45	(6)	33.33			(4)	22.22
F. & W.	(10)	83.33	(2)	16.67				
1953								
S. & S.	(9)	50.00	(5)	27.78			(4)	22.22
F. & W.	(13)	72.22	(1)	5.56			(4)	22.22
1954								
S. & S.	(5)	27.78	(1)	5.55			(12)	66.67
F. & W.	(8)	53.33	(1)	6.67			(6)	40.00
1955								
S. & S.	(3)	20.00					(12)	80.00
F. & W.	(8)	47.18					(9)	52.82
1956								
S. & S.	(4)	25.00	(1)	6.25	(1)	6.25	(10)	62.50
F. & W.	(6)	50.00					(6)	50.00
1957								
S. & S.	(3)	15.00	(1)	5.00	(1)	5.00	(15)	75.00
F. & W.	(13)	65.00					(7)	35.00
1958								
S. & S.	(7)	35.00	(1)	5.00	(1)	5.00	(11)	55.00
F. & W.	(13)	100.00						

TABLE XXI (Continued)

Year	Wool		Rayon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%
1959								
S. & S.	(10)	52.70			(1)	5.30	(8)	42.00
F. & W.	(9)	69.30					(4)	30.70
1960								
S. & S.	(4)	33.33					(8)	66.67
F. & W.	(6)	42.84					(8)	57.16
1961								
S. & S.	(4)	28.55					(10)	71.45
F. & W.	(8)	57.16					(6)	42.84
1962								
S. & S.	(4)	33.33					(8)	66.67
F. & W.	(2)	40.00					(3)	60.00
1963								
S. & S.							(7)	100.00
F. & W.*	(3)	27.27					(7)	63.64
1964								
S. & S.	(2)	22.22					(7)	77.78

*One suit (9.09%) in the 1963 Fall and Winter Catalog was of cotton.

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE FREQUENCY
OF FABRIC COLORS OF MEN'S BUSINESS SUITS 1945-64

Year	Black		Blue		Brown		Grey		Tan		Others	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945												
F. & W.			(3)	42.86	(3)	42.86	(1)	14.28				
1946												
S. & S.			(9)	33.33	(8)	29.62	(6)	22.22	(3)	11.11	(1)	3.72
F. & W.			(13)	44.82	(11)	37.92	(5)	17.26				
1947												
S. & S.			(10)	45.45	(6)	27.26	(5)	22.74	(1)	4.55		
F. & W.			(7)	41.20	(6)	35.30	(4)	23.50				
1948												
S. & S.			(16)	35.60	(9)	20.00	(14)	31.10	(6)	13.30		
F. & W.			(6)	28.57	(8)	38.10	(6)	28.57	(1)	4.76		
1949												
S. & S.			(9)	32.15	(6)	21.42	(8)	28.58	(5)	17.85		
F. & W.			(7)	25.00	(9)	32.15	(10)	35.70	(2)	7.15		
1950												
S. & S.			(9)	29.00	(6)	19.35	(10)	32.30	(6)	19.35		
F. & W.			(9)	31.05	(11)	37.95	(8)	27.55	(1)	3.45		
1951												
S. & S.			(10)	27.78	(11)	30.56	(11)	30.56	(4)	11.10		
F. & W.			(9)	26.44	(11)	32.35	(12)	35.33	(2)	5.88		

TABLE XXII (Continued)

Year	Black		Blue		Brown		Grey		Tan		Others	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1952												
S. & S.			(17)	34.00	(7)	14.00	(15)	30.00	(11)	22.00		
F. & W.			(8)	25.00	(11)	34.38	(10)	31.25	(3)	9.37		
1953												
S. & S.			(16)	31.40	(7)	13.70	(16)	31.40	(12)	23.50		
F. & W.			(12)	25.00	(13)	27.10	(16)	33.33	(7)	14.57		
1954												
S. & S.			(14)	30.40	(6)	13.05	(15)	32.60	(11)	23.95		
F. & W.			(11)	25.59	(12)	27.90	(15)	34.88	(5)	11.63		
1955												
S. & S.			(13)	35.12	(6)	16.22	(12)	32.44	(6)	16.22		
F. & W.			(13)	34.20	(11)	28.94	(14)	36.86				
1956												
S. & S.			(15)	35.70	(5)	11.90	(16)	38.10	(6)	14.30		
F. & W.			(8)	29.65	(7)	25.90	(12)	44.45				
1957												
S. & S.			(19)	33.95	(8)	14.30	(20)	35.70	(9)	16.05		
F. & W.			(11)	25.59	(11)	25.59	(20)	46.50	(1)	2.32		
1958												
S. & S.			(16)	32.63	(14)	28.62	(16)	32.63	(3)	6.12		
F. & W.			(10)	29.40	(10)	29.40	(14)	41.20				

TABLE XXII (Continued)

Year	Black		Blue		Brown		Grey		Tan		Others	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1959												
S. & S.			(15)	27.50	(10)	19.50	(19)	37.30	(8)	15.70		
F. & W.			(10)	29.38	(11)	32.37	(11)	32.37	(1)	2.94	(1)	2.94
1960												
S. & S.			(8)	29.62	(7)	25.92	(9)	33.33	(2)	7.42	(1)	3.71
F. & W.			(5)	31.25	(4)	25.00	(5)	31.75			(2)	12.50
1961												
S. & S.			(6)	26.09	(3)	13.04	(6)	26.09	(2)	8.69	(6)	26.09
F. & W.			(5)	27.78	(2)	11.11	(6)	33.33			(5)	27.78
1962												
S. & S.	(2)	8.00	(10)	40.00	(4)	16.00	(8)	32.00	(1)	4.00		
F. & W.			(3)	27.27	(3)	27.27	(5)	45.46				
1963												
S. & S.	(2)	11.75	(5)	29.50	(4)	23.50	(4)	23.50			(2)	11.75
F. & W.	(3)	11.50	(7)	26.90	(5)	19.20	(8)	30.90			(3)	11.50
1964												
S. & S.	(1)	10.00	(2)	20.00	(2)	20.00	(5)	50.00				

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXIII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FRONT OPENINGS OF MEN'S DRESS SHIRTS 1945-64

Year	Panel or Box-Pleat		French Front		Undetermined	
	No.	%	No.	%	No.	%
1945						
F. & W.			Dress shirts were not shown in the catalog.			
1946						
S. & S.	(10)	52.60	(9)	47.40		
F. & W.			Dress shirts were not shown in the catalog.			
1947						
S. & S.	(3)	50.00	(3)	50.00		
F. & W.	(6)	75.00	(2)	25.00		
1948						
S. & S.	(13)	76.47	(4)	23.53		
F. & W.	(12)	66.67	(6)	33.33		
1949						
S. & S.	(21)	84.00	(4)	16.00		
F. & W.	(7)	41.20	(10)	58.80		
1950						
S. & S.	(12)	80.00	(3)	20.00		
F. & W.	(13)	68.40	(6)	31.60		
1951						
S. & S.	(11)	64.70	(6)	35.30		
F. & W.	(5)	27.80	(13)	72.20		

TABLE XXIII (Continued)

Year	Panel or Box-Pleat		French Front		Undetermined	
	No.	%	No.	%	No.	%
1952						
S. & S.	(15)	55.50	(7)	26.00	(5)	18.50
F. & W.	(13)	48.20	(14)	51.80		
1953						
S. & S.	(17)	56.70	(13)	43.30		
F. & W.	(13)	54.20	(11)	45.80		
1954						
S. & S.	(10)	43.47	(13)	56.53		
F. & W.	(14)	50.00	(14)	50.00		
1955						
S. & S.	(21)	70.00	(9)	30.00		
F. & W.	(21)	61.75	(13)	38.25		
1956						
S. & S.	(14)	45.20	(17)	54.80		
F. & W.	(8)	23.50	(26)	76.50		
1957						
S. & S.			(40)	100.00		
F. & W.			(50)	100.00		
1958						
S. & S.			(46)	100.00		
F. & W.	(6)	19.36	(25)	80.64		

TABLE XXIII (Continued)

Year	Panel or Box-Pleat		French Front		Undetermined	
	No.	%	No.	%	No.	%
1959						
S. & S.			(39)	100.00		
F. & W.	(7)	18.42	(31)	81.58		
1960						
S. & S.			(42)	100.00		
F. & W.			(43)	100.00		
1961						
S. & S.			(49)	100.00		
F. & W.	(10)	24.39	(31)	75.61		
1962						
S. & S.			(33)	100.00		
F. & W.	(2)	7.14	(26)	92.86		
1963						
S. & S.			(36)	100.00		
F. & W.			(34)	100.00		
1964						
S. & S.	(25)	49.05	(26)	50.95		

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXIV

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
COLLAR STYLES OF MEN'S DRESS SHIRTS 1945-64

Year	Pointed		Rounded		Buttoned Point		Round Pt. Buttoned		Button in Back*		Snap-Tab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945												
F. & W.	Dress shirts were not shown in the 1945 Fall and Winter Catalog.											
1946												
S. & S.	(19)	100.00										
F. & W.	Dress shirts were not shown in the 1946 Fall and Winter Catalog.											
1947												
S. & S.	(6)	100.00										
F. & W.	(8)	100.00										
1948												
S. & S.	(17)	100.00										
F. & W.	(18)	100.00										
1949												
S. & S.	(25)	100.00										
F. & W.	(17)	100.00										
1950												
S. & S.	(15)	100.00										
F. & W.	(19)	100.00										

TABLE XXIV (Continued)

Year	Pointed		Rounded		Buttoned Point		Round Pt. Buttoned		Button in Back*		Snap-Tab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1951												
S. & S.	(17)	100.00										
F. & W.	(18)	100.00										
1952												
S. & S.	(27)	100.00										
F. & W.	(27)	100.00										
1953												
S. & S.	(28)	93.34	(1)	3.33	(1)	3.33						
F. & W.	(23)	95.83			(1)	4.17						
1954												
S. & S.	(21)	91.30			(1)	4.35	(1)	4.35				
F. & W.	(26)	92.86			(1)	3.57	(1)	3.57				
1955												
S. & S.	(30)	100.00										
F. & W.	(29)	85.30	(1)	2.94	(2)	5.88	(2)	5.88				
1956												
S. & S.	(29)	93.60			(2)	6.40						
F. & W.	(29)	85.30			(4)	11.76	(1)	2.94				
1957												
S. & S.	(36)	90.00			(4)	10.00						
F. & W.	(42)	84.00	(1)	2.00	(7)	14.00						
									(2)	4.00		

TABLE XXIV (Continued)

Year	Pointed		Rounded		Buttoned Point		Round Pt. Buttoned		Button in Back*		Snap-Tab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1958												
S. & S.	(37)	82.60			(7)	13.05			(2)	4.35	(2)	4.35
F. & W.	(22)	70.98	(2)	6.44	(7)	22.58			(1)	3.22		
1959												
S. & S.	(32)	82.04	(1)	2.56	(6)	15.40						
F. & W.	(30)	78.94	(1)	2.63	(7)	18.43			(2)	5.26		
1960												
S. & S.	(34)	79.12	(1)	2.33	(5)	11.56	(1)	2.33			(2)	4.66
F. & W.	(31)	72.09	(1)	2.33	(7)	16.27	(3)	6.98	(1)	2.33	(1)	2.33
1961												
S. & S.	(38)	77.60	(1)	2.04	(9)	18.32					(1)	2.04
F. & W.	(31)	75.58	(1)	2.44	(6)	14.66					(3)	7.32
1962												
S. & S.	(26)	78.80			(4)	12.10					(3)	9.10
F. & W.	(18)	64.28	(2)	7.15	(5)	17.86			(1)	3.57	(3)	10.71
1963												
S. & S.	(23)	63.90	(1)	2.78	(7)	19.40			(2)	5.56	(5)	13.92
F. & W.	(23)	71.05	(1)	2.63	(6)	15.78			(4)	10.54	(4)	10.54

TABLE XXIV (Continued)

Year	Pointed		Rounded		Buttoned Point		Round Pt. Buttoned		Button in Back*		Snap-Tab	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1964												
S. & S.	(27)	52.93			(9)	17.65	(1)	1.96	(8)	15.69	(14)	27.46

*Button-in-Back shirts are shown in addition to other collar styles.

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXV

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
POCKET STYLES OF MEN'S DRESS SHIRTS 1945-64

Year	Chevron		Pleated Chevron		Square		Pleated Square		Two Pockets		No Pockets	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945												
F. & W.												
1946												
S. & S.	(19)	100.00										
F. & W.												
1947												
S. & S.	(6)	100.00										
F. & W.	(8)	100.00										
1948												
S. & S.	(17)	100.00										
F. & W.	(15)	83.33	(3)	16.67								
1949												
S. & S.	(25)	100.00										
F. & W.	(17)	100.00										
1950												
S. & S.	(14)	93.40	(1)	6.60								
F. & W.	(19)	100.00										

TABLE XXV (Continued)

Year	Chevron		Pleated Chevron		Square		Pleated Square		Two Pockets		No Pockets	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1951												
S. & S.	(17)	100.00										
F. & W.	(18)	100.00										
1952												
S. & S.	(27)	100.00										
F. & W.	(27)	100.00										
1953												
S. & S.	(30)	100.00										
F. & W.	(24)	100.00										
1954												
S. & S.	(23)	100.00										
F. & W.	(23)	82.15	(3)	10.71			(2)	7.14				
1955												
S. & S.	(30)	100.00										
F. & W.	(27)	82.30	(7)	17.70								
1956												
S. & S.	(27)	87.20	(3)	9.60							(1)	3.20
F. & W.	(19)	55.90	(15)	44.10								
1957												
S. & S.	(37)	92.50	(3)	7.50								
F. & W.	(41)	82.00	(9)	18.00								

TABLE XXV (Continued)

Year	Chevron		Pleated Chevron		Square		Pleated Square		Two Pockets		No Pockets	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1958												
S. & S.	(32)	69.54	(13)	28.28							(1)	2.18
F. & W.	(30)	96.78									(1)	3.22
1959												
S. & S.	(29)	74.40	(10)	25.60								
F. & W.	(27)	71.06	(10)	26.31							(1)	2.63
1960												
S. & S.	(32)	76.20	(3)	7.14					(7)	16.66		
F. & W.*	(24)	55.81	(11)	25.59								
1961												
S. & S.	(27)	55.10	(9)	18.40					(13)	26.50		
F. & W.	(41)	100.00										
1962												
S. & S.	(16)	48.45	(5)	15.15					(12)	36.40		
F. & W.	(23)	82.14	(5)	17.86								
1963												
S. & S.	(14)	38.90	(2)	5.50	(7)	19.40			(13)	36.20		
F. & W.**	(18)	52.96					(1)	2.94				

TABLE XXV (Continued)

Year	Chevron		Pleated Chevron		Square		Pleated Square		Two Pockets		No Pockets	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1964												
S. & S.	(36)	70.63							(15)	29.37		

*Pocket style undetermined on eight (18.60%) shirts.

**Pocket style undetermined on fifteen (44.10%) shirts.

S. & S. means spring and summer.

F. & W. means fall and winter.

TABLE XXVI

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
SLEEVE STYLES OF MEN'S DRESS SHIRTS 1945-64

Year	Regular Buttoned Cuff		French Cuff		Convertible Cuff		Short Sleeves		Two Button Cuff	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945										
F. & W.			Dress shirts were not shown in the 1945 Fall and Winter Catalog.							
1946										
S. & S.	(19)	100.00								
F. & W.			Dress shirts were not shown in the 1946 Fall and Winter Catalog.							
1947										
S. & S.	(6)	100.00								
F. & W.	(8)	100.00								
1948										
S. & S.	(16)	94.12	(1)	5.88						
F. & W.	(15)	83.32	(2)	11.12					(1)	5.56
1949										
S. & S.	(20)	80.00	(4)	16.00					(1)	4.00
F. & W.	(16)	94.12	(1)	5.88						
1950										
S. & S.	(13)	86.70	(2)	13.30						
F. & W.	(18)	94.74	(1)	5.26						

TABLE XXVI (Continued)

Year	Regular Buttoned Cuff		French Cuff		Convertible Cuff		Short Sleeves		Two Button Cuff	
	No.	%	No.	%	No.	%	No.	%	No.	%
1951										
S. & S.	(16)	94.12	(1)	5.88						
F. & W.	(15)	83.33	(3)	16.67						
1952										
S. & S.	(22)	81.50	(5)	18.50						
F. & W.	(21)	77.80	(6)	22.20						
1953										
S. & S.	(23)	76.70	(7)	23.30						
F. & W.	(18)	75.00	(6)	25.00						
1954										
S. & S.	(17)	74.00	(6)	26.00						
F. & W.	(22)	78.60	(6)	21.40						
1955										
S. & S.	(24)	80.00	(6)	20.00						
F. & W.	(27)	79.40	(7)	20.60						
1956										
S. & S.	(21)	67.70	(10)	32.30						
F. & W.	(23)	67.70	(11)	32.30						
1957										
S. & S.	(26)	65.00	(12)	30.00	(2)	5.00				
F. & W.	(35)	70.00	(15)	30.00						

TABLE XXVI (Continued)

Year	Regular Buttoned Cuff		French Cuff		Convertible Cuff		Short Sleeves		Two Button Cuff	
	No.	%	No.	%	No.	%	No.	%	No.	%
1958										
S. & S.	(27)	58.67	(12)	26.10	(3)	6.53	(4)	8.70		
F. & W.	(17)	54.80	(9)	29.10	(5)	16.10				
1959										
S. & S.	(23)	59.00	(7)	17.90	(5)	12.80	(4)	10.30		
F. & W.	(26)	68.43	(9)	23.68	(3)	7.89				
1960										
S. & S.	(19)	43.90	(8)	20.40	(6)	14.30	(9)	21.40		
F. & W.	(22)	50.97	(8)	18.70	(11)	25.69	(2)	4.64		
1961										
S. & S.	(21)	42.90	(5)	10.20	(10)	20.40	(13)	26.50		
F. & W.	(24)	58.49	(6)	14.68	(11)	26.83				
1962										
S. & S.	(9)	27.20	(3)	9.10	(9)	27.20	(12)	36.50		
F. & W.	(11)	39.28	(5)	17.86	(12)	42.86				
1963										
S. & S.	(7)	19.45	(5)	13.95	(10)	27.70	(14)	38.90		
F. & W.	(15)	44.10	(8)	23.54	(11)	32.36				

TABLE XXVI (Continued)

Year	Regular Buttoned Cuff		French Cuff		Convertible Cuff		Short Sleeves		Two Button Cuff	
	No.	%	No.	%	No.	%	No.	%	No.	%
1964										
S. & S.	(17)	33.33	(3)	5.88	(14)	27.45	(17)	33.33		
S. & S. means spring and summer.										
F. & W. means fall and winter.										

TABLE XXVII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FABRIC DESIGN OF MEN'S DRESS SHIRTS 1945-64

Year	Solid White Only		Other Solid Colors		Stripes		Checks Plaids		Other Designs	
	No.	%	No.	%	No.	%	No.	%	No.	%
1945										
F. & W.	Dress shirts were not shown in the 1945 Fall and Winter Catalog.									
1946										
S. & S.	(7)	36.90	(2)	10.50	(7)	36.90			(3)	15.70
F. & W.	Dress shirts were not shown in the 1946 Fall and Winter Catalog.									
1947										
S. & S.	(2)	33.33	(2)	33.33	(1)	16.67			(1)	16.67
F. & W.	(3)	37.50	(2)	25.00	(2)	25.00			(1)	12.50
1948										
S. & S.	(10)	58.87	(1)	5.88	(4)	23.50			(2)	11.75
F. & W.	(5)	27.78	(3)	16.67	(8)	44.44			(2)	11.11
1949										
S. & S.	(12)	48.00			(8)	32.00			(5)	20.00
F. & W.	(7)	41.20	(4)	23.52	(4)	23.52			(2)	11.76
1950										
S. & S.	(7)	46.67	(4)	26.67	(2)	13.33			(2)	13.33
F. & W.	(7)	36.84	(4)	21.05	(3)	15.80			(5)	26.31

TABLE XXVII (Continued)

Year	Solid White Only		Other Solid Colors		Stripes		Checks Plaids		Other Designs	
	No.	%	No.	%	No.	%	No.	%	No.	%
1951										
S. & S.	(8)	47.05	(3)	17.65	(3)	17.65			(3)	17.65
F. & W.	(7)	38.88	(6)	33.34	(2)	11.11			(3)	16.67
1952										
S. & S.	(15)	55.50	(4)	14.85	(3)	11.10	(1)	3.70	(4)	14.85
F. & W.	(14)	51.90	(3)	11.10	(3)	11.10	(3)	11.10	(4)	14.80
1953										
S. & S.	(19)	63.34	(4)	13.33	(2)	6.67	(1)	3.33	(4)	13.33
F. & W.	(18)	75.00	(3)	12.50	(1)	4.17			(2)	8.33
1954										
S. & S.	(17)	73.90	(1)	4.35	(1)	4.35			(4)	17.40
F. & W.	(16)	57.14	(6)	21.44	(1)	3.57	(1)	3.57	(4)	14.28
1955										
S. & S.	(22)	73.33	(3)	10.00	(2)	6.67	(1)	3.33	(2)	6.67
F. & W.	(20)	58.82	(9)	26.47	(2)	5.89			(3)	8.82
1956										
S. & S.	(20)	64.52	(7)	22.58	(2)	6.45			(2)	6.45
F. & W.	(21)	61.80	(8)	23.50	(2)	5.88			(3)	8.82
1957										
S. & S.	(27)	67.50	(9)	22.50	(1)	2.50	(1)	2.50	(2)	5.00
F. & W.	(28)	56.00	(12)	24.00	(4)	8.00	(3)	6.00	(3)	6.00

TABLE XXVII (Continued)

Year	Solid White Only		Other Solid Colors		Stripes		Checks Plaids		Other Designs	
	No.	%	No.	%	No.	%	No.	%	No.	%
1958										
S. & S.	(31)	67.37	(11)	23.92	(2)	4.35	(1)	2.18	(1)	2.18
F. & W.	(17)	54.81	(8)	25.81	(2)	6.46	(2)	6.46	(2)	6.46
1959										
S. & S.	(34)	87.20	(2)	5.12	(1)	2.56	(1)	2.56	(1)	2.56
F. & W.	(24)	63.17	(10)	26.31	(1)	3.63	(2)	5.26	(1)	2.63
1960										
S. & S.	(38)	90.50	(4)	9.50						
F. & W.	(31)	72.10	(7)	16.27	(2)	4.65	(4)	4.65	(1)	2.33
1961										
S. & S.	(42)	85.70	(6)	12.26	(1)	2.04				
F. & W.	(30)	73.16	(3)	7.32	(5)	12.20	(2)	4.88	(1)	2.44
1962										
S. & S.	(26)	78.80	(3)	9.10	(3)	9.10			(1)	3.00
F. & W.	(26)	92.86	(2)	7.14						
1963										
S. & S.	(26)	72.22	(7)	19.45	(3)	8.33				
F. & W.	(19)	55.92	(6)	17.64	(7)	20.56	(2)	5.88		

TABLE XXVII (Continued)

Year	Solid White Only		Other Solid Colors		Stripes		Checks Plaids		Other Designs	
	No.	%	No.	%	No.	%	No.	%	No.	%
1964										
S. & S.	(20)	39.24	(15)	29.38	(16)	31.38				
S. & S. means spring and summer.										
F. & W. means fall and winter.										

TABLE XXVIII

SEASONAL NUMERICAL AND PERCENTAGE COMPARISON OF THE
FIBER CONTENT OF MEN'S DRESS SHIRTS 1945-64

Year	Cotton		Nylon		Rayon		Orlon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1945												
F. & W.			Dress shirts were not shown in the 1945 Fall and Winter Catalog.									
1946												
S. & S.	(16)	84.24			(2)	10.50					(1)	5.26
F. & W.			Dress shirts were not shown in the 1946 Fall and Winter Catalog.									
1947												
S. & S.	(6)	100.00										
F. & W.	(7)	87.50			(1)	12.50						
1948												
S. & S.	(17)	100.00										
F. & W.	(18)	100.00										
1949												
S. & S.	(24)	96.00			(1)	4.00						
F. & W.	(17)	100.00										
1950												
S. & S.	(14)	93.34	(1)	6.66								
F. & W.	(18)	94.74	(1)	5.26								
1951												
S. & S.	(16)	94.12	(1)	5.88								
F. & W.	(17)	94.45	(1)	5.55								

TABLE XXVIII (Continued)

Year	Cotton		Nylon		Rayon		Orlon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1952												
S. & S.	(26)	96.30	(1)	3.70								
F. & W.	(25)	92.60	(1)	3.70			(1)	3.70				
1953												
S. & S.	(28)	93.34	(1)	3.33			(1)	3.33				
F. & W.	(22)	91.66	(1)	4.17			(1)	4.17				
1954												
S. & S.	(19)	82.60	(1)	4.35			(1)	4.35	(2)	8.70		
F. & W.	(26)	92.86	(1)	3.57							(1)	3.57
1955												
S. & S.	(26)	86.67	(1)	3.33					(2)	6.67	(1)	3.33
F. & W.*	(29)	85.30	(1)	2.94					(1)	2.94	(2)	5.88
1956												
S. & S.**	(24)	77.60	(2)	6.45					(2)	6.45	(2)	6.45
F. & W.***	(28)	82.36	(2)	5.88					(1)	2.94	(2)	5.88
1957												
S. & S.****	(33)	82.50							(1)	2.50	(4)	10.00
F. & W.	(43)	86.00	(2)	4.00					(2)	4.00	(3)	6.00
1958												
S. & S.	(40)	86.95							(2)	4.35	(4)	8.70
F. & W.	(28)	90.34							(1)	3.22	(2)	6.44

TABLE XXVIII (Continued)

Year	Cotton		Nylon		Rayon		Orlon		Dacron		Blends	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1959												
S. & S.	(33)	84.64							(1)	2.56	(5)	12.80
F. & W.	(33)	86.85							(1)	2.63	(4)	10.52
1960												
S. & S.	(37)	88.10							(1)	2.38	(4)	9.52
F. & W.	(38)	88.37							(1)	2.33	(4)	9.30
1961												
S. & S.	(39)	79.60							(5)	10.20	(5)	10.20
F. & W.	(36)	87.80							(2)	4.88	(3)	7.32
1962												
S. & S.	(30)	90.90									(3)	9.10
F. & W.	(25)	89.29							(2)	7.14	(1)	3.57
1963												
S. & S.	(33)	91.67									(3)	8.33
F. & W.	(31)	91.18							(2)	5.88	(1)	2.94
1964												
S. & S.	(33)	64.71							(1)	1.96	(17)	33.33

*One shirt (2.94%) was silk.

**One shirt (3.05%) was silk.

***One shirt (2.94%) was silk.

****Two shirts (5.00%) were silk.

S. & S. means spring and summer.

F. & W. means fall and winter.

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